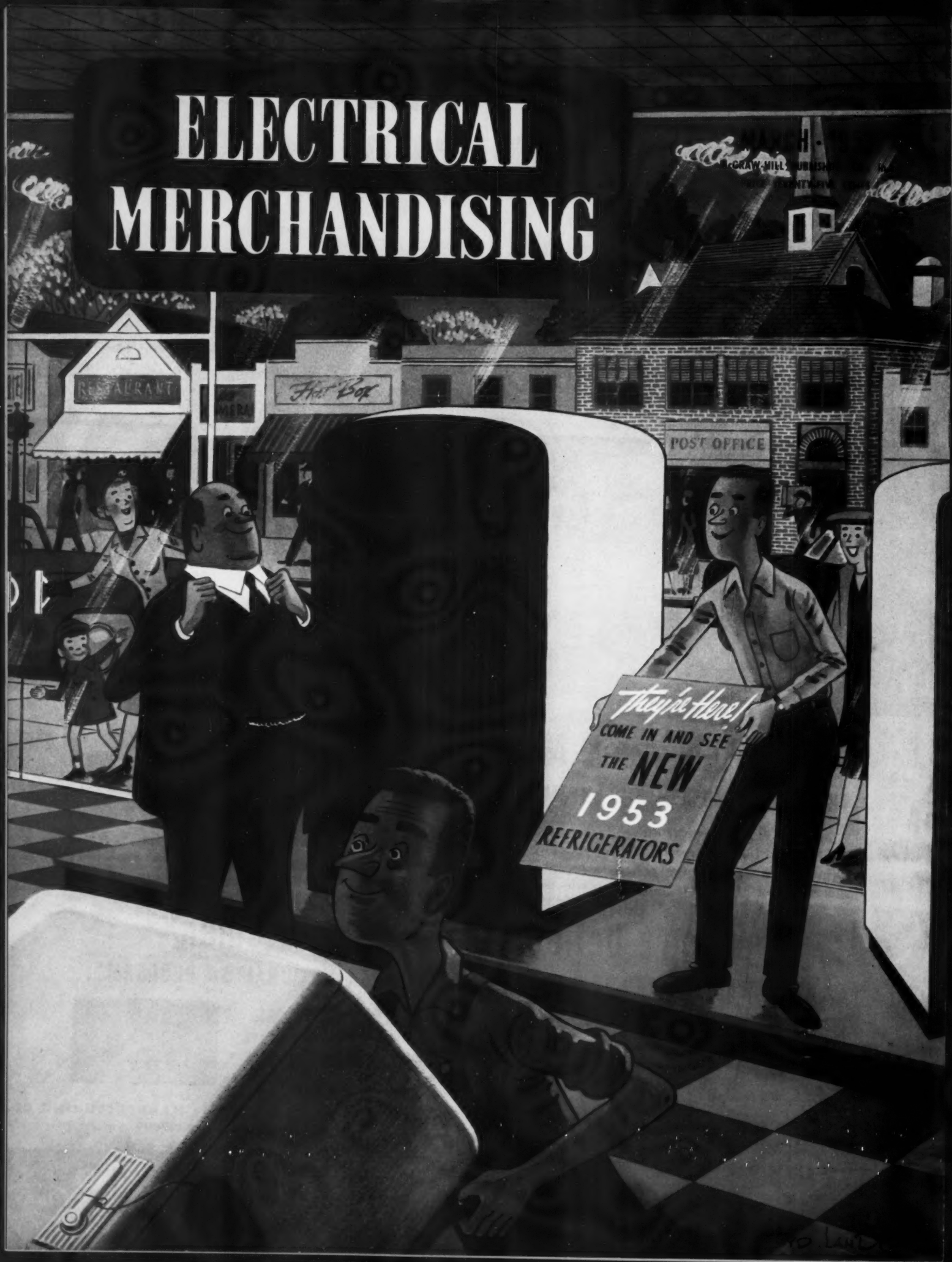
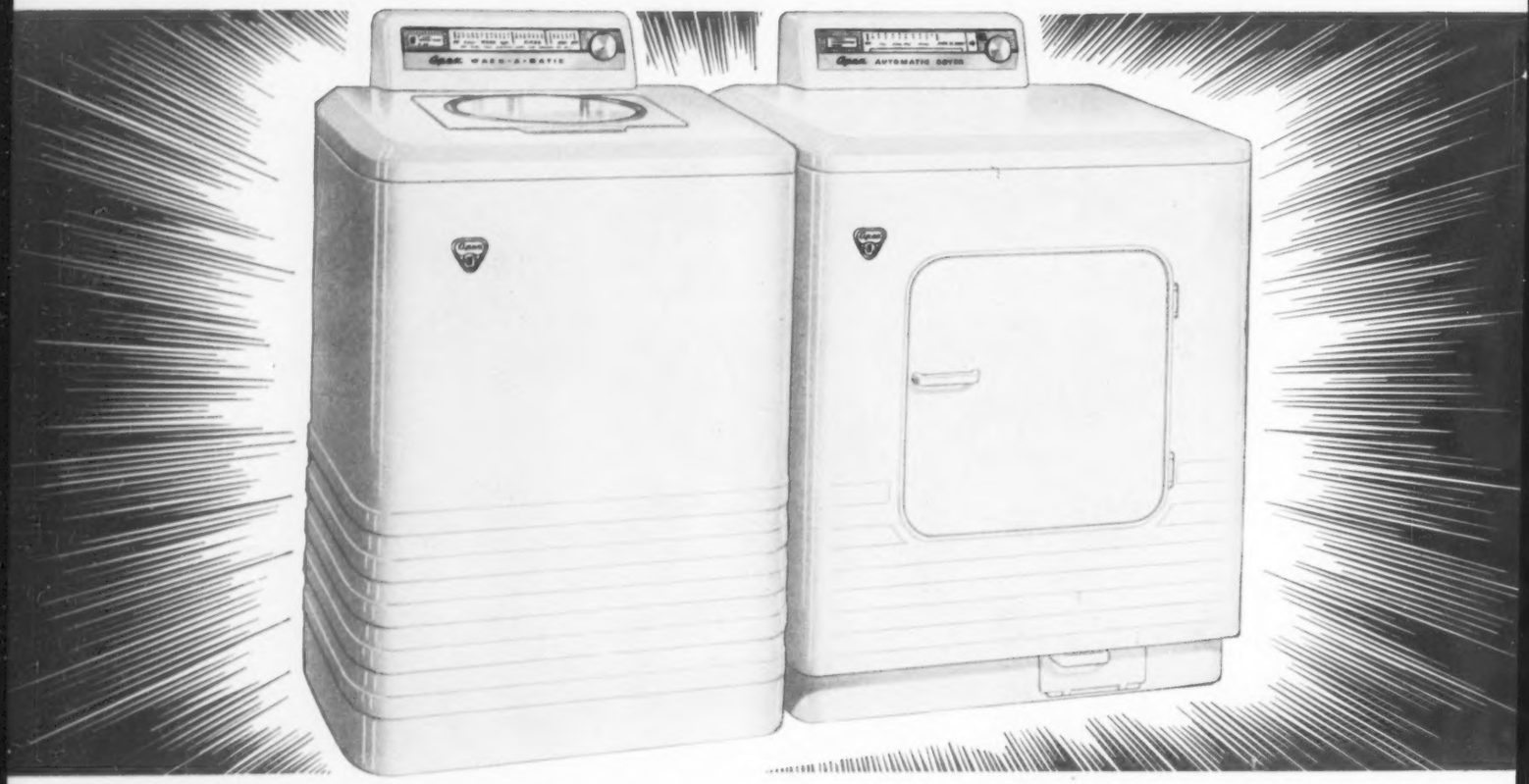
ELECTRICAL MERCHANDISING



2 MAJOR APEX ANNOUNCEMENTS TO BOOST YOUR SPRING SALES!



1 The New Apex Matched Laundry Set!

THE APEX WASH·A·MATIC AUTOMATIC WASHER and THE NEW APEX CLOTHES DRYER

NOW . . . Apex gives you a beautifully matched washer-dryer combination! It's your biggest selling opportunity of the year! Display them together . . . demonstrate them together—promote them as a "team." It means a bigger sales pay-off for you!

Each unit has an exclusive Apex feature that closes sales faster—the Wash·A·Matic Spiral Tub Agitator for more economical washings . . . the giant Sun-Glow Dryer Element that sanitizes every garment!

2 "We don't believe in Work for Women"

...AND WE'RE PROVING IT WITH A POWERFUL APEX NATIONAL AD PROGRAM...



. . . built around the industry's most unique, most dramatic sales-making theme. It's backed by a complete tie-in merchandising package—ready to help you promote sales right in your area. Ask your Apex distributor for details on this sensational program!



APEX HOUR-SAVING APPLIANCES

THE APEX ELECTRICAL MANUFACTURING CO.
CLEVELAND 10, OHIO



Electrical Merchandising

Vol. 85 No. 3

A McGRAW-HILL PUBLICATION



The Cover . . .

Painting by Syd Landi

ELECTRICAL MERCHANDISING

March, 1953 Vol. 85, No. 3

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EDITORIAL: ARE SALESMEN NECESSARY? ..... *Facing Inside Back Cover*

INTERNATIONAL COVERAGE BY World News

Congratulations

...YOU WIN

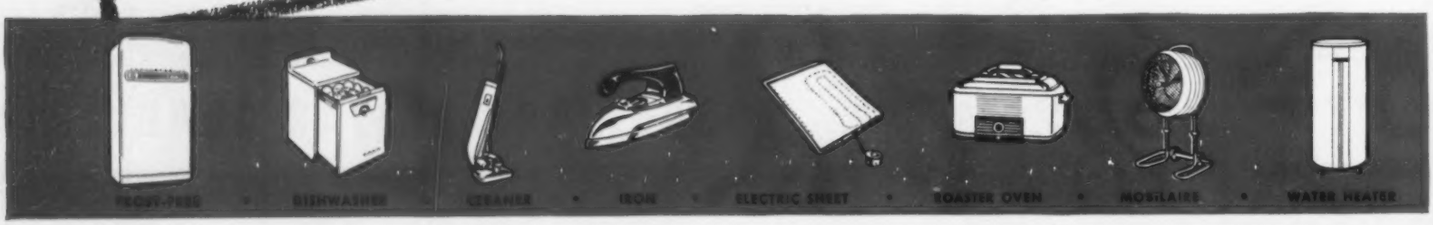


FREEDOM RINGS
OVER
CBS TV NETWORK

starting March 3
2 to 2:30 E.S.T.
and every Tuesday
and Thursday thereafter

YOU CAN BE SURE... IF IT'S

Westinghouse



Mrs. T.V. America

THE GRAND JACK POT PRIZE ON

Westinghouse FREEDOM RINGS!

From border to border and coast to coast millions of enthusiastic homemakers are beating a path to Westinghouse retailers. They are making themselves eligible for one of the many prizes on TV's newest and hottest daytime quiz show . . . Westinghouse Freedom Rings.

IT'S A NEW AND EXCITINGLY DIFFERENT AUDIENCE PARTICIPATION SHOW

This new Westinghouse TV program provides hilarious entertainment and gives away appliances galore every Tuesday and Thursday to TV viewers who have been properly primed by their Westinghouse retailers. Better still, when a contestant is able to answer the big jackpot question she gets the complete Westinghouse kitchen package which includes Refrigerator, Home Freezer, Range, Laundromat, Clothes Dryer, Dishwasher-Sink and Waste-Away.

WESTINGHOUSE ELECTRIC CORPORATION
ELECTRIC APPLIANCE DIVISION • MANSFIELD, OHIO

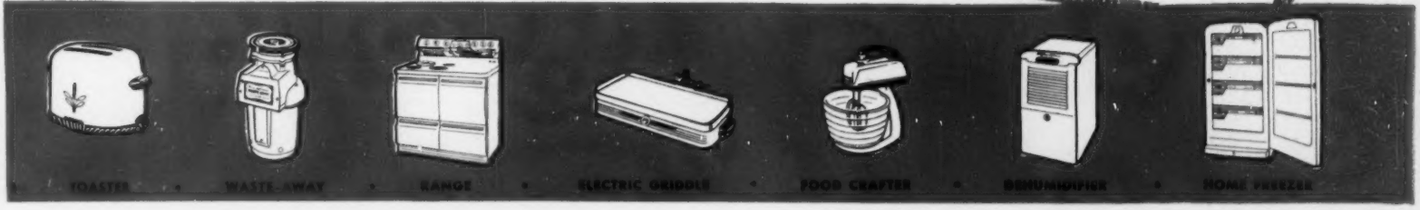
This NEW Daytime TV Show
IS ALL FOR YOU
Mr. WESTINGHOUSE RETAILER

★

Prospects Will Flock to Your Store for the Helpful CLUE SHEETS

Because a "clue sheet" is the key to a contestant's success, prospects must visit their Westinghouse retailer to get the answers to the quiz questions. With different appliances featured from week to week it assures a steady flow of store traffic. So if you want to ring up new sales records, tune in on and tie in with Westinghouse "Freedom Rings".





IN WATER HEATERS

There's only one

Permaglas®

and it's made by A.O. Smith CORPORATION

The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

The East



By ROBERT W. ARMSTRONG

TV and dryers stand out as year makes a satisfactory beginning . . . Freezers are short in Philadelphia . . . Food plans catch dealers' eyes . . . Inventory dangers ahead

MARCH business, if it maintains the level established during January and early February, should give eastern dealers a first quarter measuring up to the enthusiastic expectations expressed at the Winter Markets in Chicago.

With the exception of metropolitan New York, dealers in the East report a January that was in most cases as good as January of 1952 and in many instances better. Even for some in New York business had its compensations. One dealer in the lower fringe of Westchester County reports the paradoxical condition of smaller volume but easier sales. Everything is off, he says, but people who visit the store come to buy without the usual haggling over price and the display of a long list of comparative offers by other merchants.

Other New York area merchants, however, don't even report this slight comfort. Perhaps impressed by the fact that three New York department stores have recently gone out of the appliance business, dealers call January "disappointing" and maintain that the few and little flurries of business achieved were the result of their own local promotions. One, for example, stirred up interest by offering to rent dryers for $3.50 a month. Quite a few inquiries were converted into sales by fast-talking telephone salesmen. Another dealer picked up some slightly damaged automatic washers and sold them at prices almost as high as he would have received for perfect units. A third dealer gave himself and his competitors something to talk about when he converted a damaging store fire into a three-phase promotion. First he offered a fire sale of damaged merchandise; then he conducted an alteration sale while his store was being rebuilt; and, finally, he completed the cycle with a grand re-opening sale.

A Good Beginning. Dealers elsewhere in the East didn't all have to resort to promotions like these to enjoy fair sales during the first month-and-a-half of the year. For example, three out of four Buffalo, N. Y., area retailers report that January was as good or better than in 1952 and only one gave special credit to any promotion—in this instance free kitchen linoleum with the purchase of a major appliance. February was the month when most upper New York State dealers planned to do their promoting, leaving January, as one puts it, "for clearance activity."

With or without promotions, television and dryers were the sales standouts through most of the East. Boston dealers found a spurt in TV beginning around New Year's Day and lasting through the presidential inauguration. One reported a 50 percent increase over sales in the same period last year and a department store said sales had doubled. A Washington, D. C., firm, reporting an unremarkable January, says, "TV moved ahead of everything else and inauguration week we couldn't keep up with the orders." Another Capital retailer says "Television was excellent and dryer sales good. A third says, "Heavy items, particularly dryers, have been moving well all month." While dryers and TV get frequent mentions from Washington, so, too, do dishwashers. One firm, in fact, says they sold more dishwashers in January than they usually sell in two months. Dryers will probably get further impetus from the Electric Institute's consumer contest which started February 15 and runs through March 28. Entrants are being asked to predict the weather for Easter Sunday and write a 25-word essay on dryers.

TV Big in Philadelphia. The general brightness of TV reports is reflected in a Philadelphia report that "Demand for TV is stronger than we have seen it in the last few years. The 17-inch sets are moving best, but there is an especially firm market on 21-inch models. The only slow sets are 21-inch models with doors." Other Philadelphians agree, although some say that 21-inch models are their strongest sellers.

Two Philadelphia dealers complain about a shortage of freezers and one blames it frankly on manufacturer shortsightedness. "Factories," he says, "didn't believe freezers could be moved like they have been. We're back ordered heaviest on nine-foot units." Food plans, of course, are largely responsible for the great interest in freezers and one merchant says that the only thing that can hurt the boom are plans that are not strictly honest.

Food Plan Swing to Dealers? One Philadelphia dealer, claiming that there are 24 freezer-food plans operating in his area, says that few are in the hands of appliance dealers, but that when owners need service and discover that they have to pay an appliance dealer for it instead of getting it free from the food operator they "are going to be pretty upset." He predicts that eventually the appliance dealer will take over the food plans. His prediction already has some substantiation in growing appliance dealer interest out on Long Island, N. Y., where more and more dealers are actively engaged in studying plans of their own. As one points out, the appliance dealer has the advantages of better banking facilities, a ready-made sales organization, distributor contacts, local customer following, a diversified operation not completely dependent on freezers, and a recognized reputation. That last factor, in view of the way some plans have blown up in other parts of the country, may be, eventually, one of the most important considerations.

Straws in the Wind. The almost total absence of January "deals" available to retailers this year had many of them looking for ways other than price cuts to move merchandise. The condition was, of course, a reflection of fairly clean inventories at distributor levels, but it is not a condition that is likely to last indefinitely. With new lines now coming into local markets, the refrigeration and air conditioning seasons just around the corner, and manufacturers fairly busting to prove that they deserve a bigger share of the market, both dealers and distributors will be lucky to avoid merchandise pile-ups. One retailer, talking about his expectation for a tremendous air conditioner business, expresses a lot of dealers' fears with: "I just hope that all manufacturers don't expect they can get 20 percent of the business, because there aren't that many 20 percents."

The Midwest



By TOM F. BLACKBURN

Utility reports prove the importance of sales pressure . . . How far is it safe to stretch time payments? . . . Minneapolis tastes transshipping . . . Trucks may cut freight costs

IF ever you think that sales pressure isn't the force that keeps things moving, take a look at last year's reports on sales by the Kansas Gas and Electric Company and the Minnesota Power & Light Company.

In Kansas there was a 30 percent gain in automatic washers for the year, a 12.8 percent drop in conventionals. In Duluth territory some 1,515 conventionals were sold against 803 automatics.

Only 42 electric blankets moved in Duluth, against 529 in Kansas. Forty-four dishwashers sold in Duluth, against 368 in Kansas.

Gains of 250 percent on evaporative coolers, and 290 on room coolers were reported from Kansas, against 8.9 percent on attic fans and 1.1 on window fans.

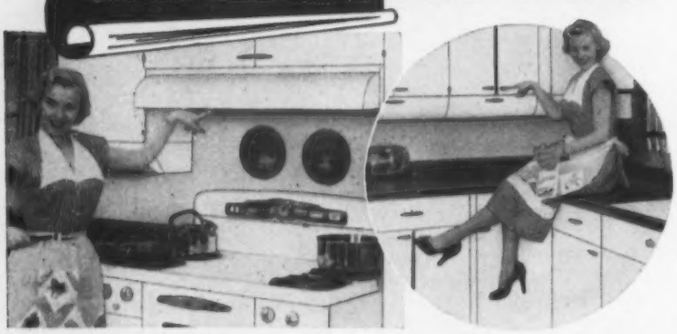
That ought to be enough to prove that sales are made where pressure is put on. Otherwise people spend their money on automobiles, roofing and new fur coats.

Collecting for Repairs. One of the odd things about the appliance business is that many customers do not feel they should have to pay for repairs. Charlie Jett of Lexington, Ky., frankly tells anybody who calls for service that it costs his firm $1 to put a customer on the books for service. Therefore, please have the money

(*Continued on page 6*)



SO MUCH MORE TO SELL WHEN YOU SELL LYON



AIR CONTROL UNIT banishes smoke, heat and cooking odors. Just raise the hood and it goes to work. Lower the hood and it's "off" automatically. A cooler, cleaner kitchen—and housewives love it!

TAP-O-MATIC HANDLES open cabinet doors like magic. Just a tap and they swing open automatically. Here's a convenience every housewife raves about—and it's a Lyon exclusive!



TWIRL-O-MATIC UNIT provides loads of additional storage space. When Mrs. Housewife rotates this corner unit in either direction, out come two circular shelves with stored materials at her fingertips.

• Features sell kitchens and no other line gives you as many as LYON. There are at least a dozen construction and design features which make Lyon an absolute standout. Remember, too, that LYON's direct-to-the-dealer policy means a bigger profit margin on every sale.

Let us give you the complete profit story. If a dealership is open in your territory, we really have something to talk about. Write us at Aurora.

LYON METAL PRODUCTS, INCORPORATED

General Offices: 321 Monroe Avenue, Aurora, Illinois

Factories: AURORA, ILLINOIS • YORK, PENNSYLVANIA

Sold Nationally through Direct Factory Dealers

A PARTIAL LIST OF LYON STANDARD PRODUCTS

• Shelving • Kitchen Cabinets • Tote Boxes • Toolroom Equipment • Revolving Bins • Work Benches • Tool Stands
• Lockers • Cabinet Benches • Economy (New Freedom) Kitchens • Wood Working Benches • Bench Drawers • Hopper Bins
• Stools • Storage Cabinets • Locker Racks • Service Carts • Shop Boxes
• Bin Units • Drawing Tables • Parts Cases • Display Equipment • Hanging Cabinets • Sorting Files • Tool Trays
• Bar Rails • Tilt Fixtures • Filing Cabinets • Flat Drawer Files • Folding Chairs • Drawer Units • Shop Desks

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 5

ready when the service man calls. It works.

Frigidaire has made a hit with its dealers in the middle west by not requiring multiple listings in the *Red Book*. It costs a bit of money to be in every section of the directory.

Financing Terms for 1953. Visitors to the NARDA convention in Chicago were anxious to learn just how far they would have to go in extending terms to get business in 1953.

Harry B. Price, Jr., famous Norfolk, Va., dealer said that his firm was perfectly willing to go beyond the 12 month period, in fact, up to 24 months. You can do anything if you set up reserves, he said. You need to take care of contingencies and know the loss factor. The Price firm, he said, was perfectly willing to accept recourse if necessary.

NARDA dealers heard that a squeeze is coming on the complete lines. The dealer is in a good position to benefit from it. Also, a banker told members that finance houses favor complete lines because their service policies are better. What bankers don't like are dealers who carry all sorts of brands and sell them in dribs. When this happens, nobody is responsible for service and warranty.

What TV Direct Means. Being passed around in the trade these days is a photostat of a bill of sale put out by a television manufacturer who sells direct at bargain prices. Cost of the model was $199.95. Added was $10 for installation, $4.45 for antenna, $30 for warranty, $39.56 for finance charge, $16.76 for excise tax, $9.02 for sales tax, making a total price of $309.74. With a $48.18 c.o.d. charge, the amount financed was $259.56. Some of the TV bargains aren't so much after all, it seems.

Ivan Kobasic, whose store is in Escanaba, Mich., points out that one of the early methods of selling radio is coming back in fringe television areas. He refers to home trials.

Old timers remember how no one ever bought a radio without having it sent out to see if it worked in the home. Escanaba is latching on to Green Bay's new TV station (90 miles away) and prospects want to see if they can get reception. The Appliance Center, says Mr. Kobasic, calls for a deposit of $15. This applies on the sale if it is made, is kept as rent if not.

Transshipping in Minneapolis. Once upon a time the discount houses and the catalog boys did their business mostly on off brand merchandise. This last year there has been a steady increase in the number of reputable brands being given them. The catch in this whole thing is that appliances need promotion and if the manufacturers cut off the wherewithal that feeds these promotions, they are going to be looking for new boys as distributors. Not one distributor this reporter called on last year but had some non-electrical line, and the number is growing.

From Minneapolis comes news of a brand survey. Franchises, it was revealed, apparently mean nothing any more. Nationally advertised merchandise is being sold to concerns that can scarcely be classified as catalog houses, because a catalog house at least spends money on its catalog. Transshipping occurs among dealers in Minneapolis and a dealer can sell a customer any brand wanted, getting it for a $5 bill from some other dealer.

Home freezer season is looming over the horizon, and the Major Appliance Co., Lansing, Michigan, is pouring on the coal. Last year they discovered that Saturday night is the time country and small town people go places, and a freezer school offers them a chance to attend something besides a movie. Some 458 turned out for a meeting in Devereaux.

(*Continued on page 8*)



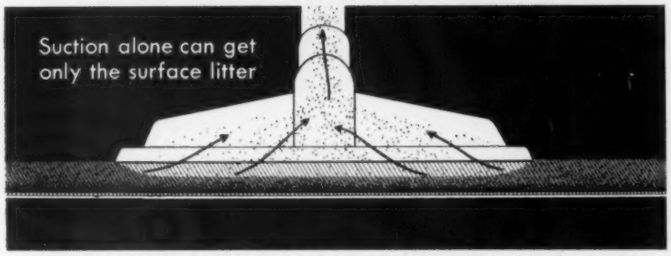
". . . HOME HASN'T BEEN THE SAME WITHOUT YOU—I HAD TO BUY A DISHWASHER"

85% of the dirt in a home is right here in the rugs

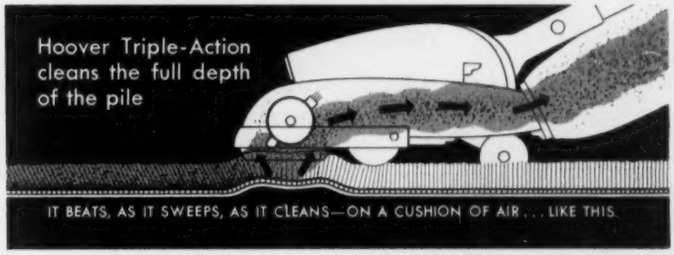


Suction alone can't get rug-dirt out

It takes 2 other cleaning actions plus suction to keep your rugs fresh and bright . . . free of germs . . . free of moths . . . and to prolong rug life. You sell all three when you sell the Triple-Action Hoover.



A suction nozzle does a very good job of cleaning bare floors, lamp shades, draperies and furniture. But dirt that's deeply embedded in heavy rug yarns defies even the most powerful suction.



Hoover gets the dirt that hurts. Gentle vibration shakes it loose, brings it to the surface where suction can work. In addition, sweeping gets stubborn pet hair and litter, grooms and erects the nap.

With the bewildering assortment of new makes and models, people are fast becoming more vacuum-cleaner conscious. And now, more than ever before, they're looking over the field—looking beyond relatively unimportant gadgets and gimmicks—remembering *what* they're *really buying a vacuum cleaner for.*

That's why Hoover puts first things first in its new advertising. "Demonstrations in print," like the one above, show how Hoover's exclusive cleaning principle gets the dirt out of a rug that suction *passes over.*



And, the Hoover Cleaner is *Two Cleaners in one,* with easy plug-in cleaning tools for draperies, bare floor and furnishings, too.

Use the same simple demonstration in your store. When your customers see how three actions clean better than one, you'll find out that three actions *sell* better than one.

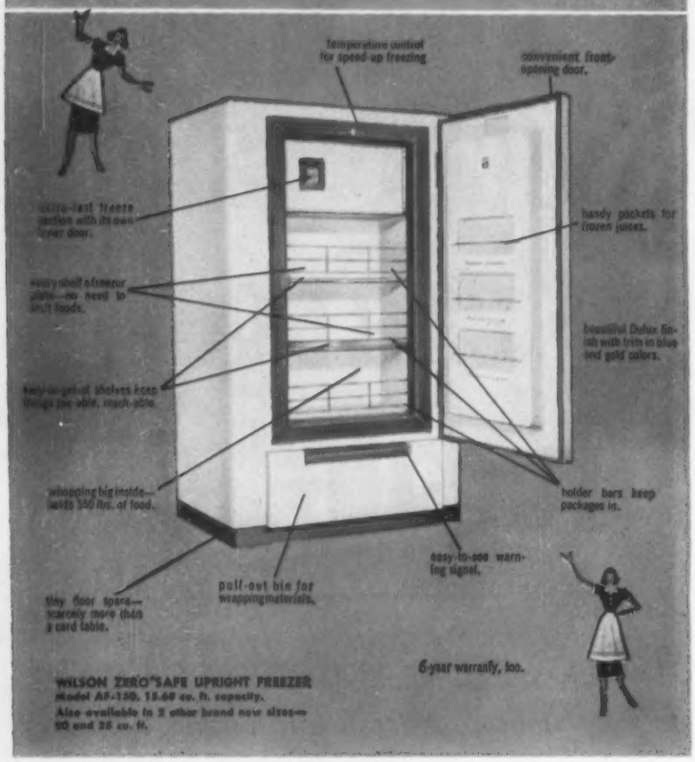
HOOVER

You'll be Happier with a Hoover®

(your customers will be, too)

THE HOOVER COMPANY · North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England

AMERICA'S MOST BEAUTIFUL HOME FREEZERS



8 reasons why this is the line for you

Wilson HOME FREEZERS

Here's the freezer line with *everything* a distributor or dealer could ask for . . . *AND Distributor Franchises are available!* Look into Wilson—the line with a future for *YOU.*

WILSON FRANCHISE FEATURES

EXCLUSIVE TERRITORY . . . large enough to insure a profitable business.

QUALITY MERCHANDISE . . . by the pioneer in up-right freezers.

GOOD PROFIT . . . a really worth-while mark-up.

FREEZERS ONLY . . . no side-lines, no tag-a-long products.

POWERFUL ADVERTISING SUPPORT . . . in leading magazines.

HARD-SELL LOCAL ADVERTISING . . . a complete co-operative campaign for newspapers, radio, television, etc.

BUSINESS-BUILDING LITERATURE . . . direct mail pieces, folders, broadsides, catalog sheets, display pieces.

NATION-WIDE FINANCE PLAN . . . to "untie" your cash investment.

Look into the Wilson Franchise Arrangement today. Write, wire or phone for details and availabilities.

WILSON REFRIGERATION, INC.

102 Glenwood Avenue, Smyrna, Delaware

America's FIRST makers of up-right home freezers

Home Freezers • Farm Milk Coolers

Commercial Refrigerators



CHEST FREEZERS, TOO
3 models—15, 19, 24 cu. ft.
A size for every size family.

CONTINUED FROM PAGE 6

Cartons as Counters. One of Chicago's shrewdest dealers piled electric housewares in original cartons on his display floor, making counters out of them. One open sample was displayed on top of each pile. The customer picked up the item she desired, took it to the cashier, paid, and left. The merchandise was not even wrapped, saving paper, string, time and cost and the dealers temper.

Freight Costs Grow. With freight on a washer jumping from $2.50 to $6 over a short haul, this expense is growing. One of the reasons General Electric moved to Louisville is the ability to ship mixed carloads. There seem to be no further opportunities in saving on appliances by packaging, no advantage in shipping them knocked down. Consequently, a study is being made of trucking possibilities. Maytag, with its big trailer trucks, is said to save $10,000 a year on each truck over what it would cost by railroad freight to transport the same tonnage. Whether co-operatives can be formed to own trucks is now being studied. In the dealer and distributor field the point not licked is the return trip empty.

The Great Lakes



By FRANK A. MUTH

No 1952 "specials" . . . Consumers call for new lines . . . Pittsburgh TV goes great . . . Food plan sells by radiation

OPINIONS varied as to improvement in sales for the first month and a half of 1953.

Dealers in some areas of Ohio, for example, saw the best season they had had in many a year. But others quickly found fault. One distributor claimed that business was slow simply because they didn't have any specials to offer.

At the close of 1952, they had exhausted their inventory of 1952 models. Instead of having a lot of merchandise to move at a low margin, they had what might be considered an average January—and lost money doing it. The small dealer wasn't in trouble, but the large accounts with high overhead were; they needed the turnover.

One And Twenty-Four. A Cleveland distributor who usually has a lot of merchandise at the end of the year, this year had one television set and 24 ranges left.

Even though the new lines were not out and no ads had been run, he still received many calls from consumers wanting to know when they could see and buy the 1953 models. "Never before," he said, "have I received so many calls, and especially for merchandise that hadn't been advertised in any way. They just knew it was about time for distribution. It looks like we'll have a good year, and

(Continued on page 10)



"I'D LIKE TO, ATWOOD, BUT I DON'T THINK IT WOULD DO TO CALL OUR NEW HOT AIR CIRCULATOR, 'THE SENATOR'."

Something NEW in Air Conditioning!

HUNTER ROOM CONDITIONER

Brings you the remarkable

ROTO-DISC DIRECTOR*

*Patent Applied For





A few of the many Hunter features

- Easy installation—no plumbing
- Large evaporator and condenser
- Extra deep, extra sturdy chassis
- Easily accessible filters
- Beautiful new Chameleon Finish
- 5-Year Protection Plan

HUNTER FAN AND VENTILATING CO.
Specialists in cooling and ventilating since 1886

Hunter SINCE 1886

MAIL FOR PRICES AND COMPLETE SPECIFICATIONS

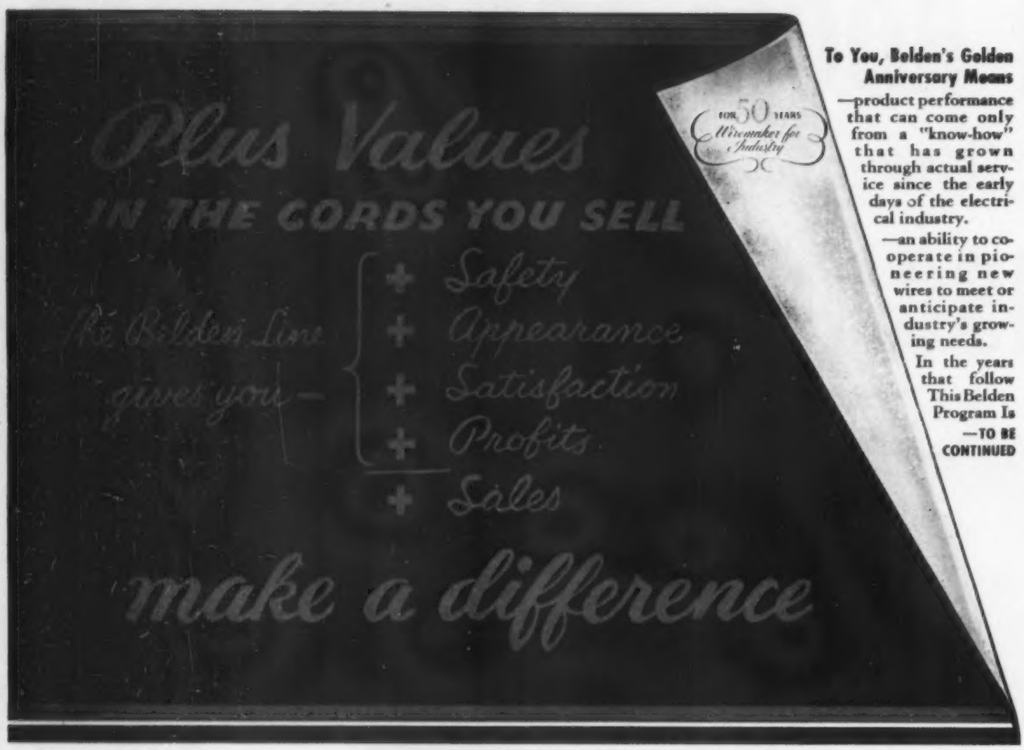
HUNTER FAN AND VENTILATING CO.
398 S. Front St., Memphis 2, Tenn.
Send information and prices on Hunter Room Conditioner to:

Name.....

Address.....

HUNTER ALSO MAKES A COMPLETE LINE OF COOLING AND VENTILATING FANS:

Attic • Window • Casement • Oscillating • Floor • Pedestal • Ceiling • Exhaust • Belt-Driven • Direct-Drive Industrial





This all-rubber portable extension cord demonstrates the plus values built into Belden electrical cords. They are manufactured to standards that far surpass the minimum requirements set up by the Underwriters' Laboratories. They give you a plus in protection against fire or personal injury; a plus in sales and profits. Ask your Belden jobber.

Belden Manufacturing Company
4663 W. Van Buren Street
Chicago 44, Illinois

CORDITIS-FREE CORDS BY

Belden

WIREMAKER FOR INDUSTRY

A COMPLETE LINE OF READY-TO-ATTACH ELECTRICAL REPLACEMENT CORDS

APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 8

we certainly are going to make the best of it."

All Clear on TV. Pittsburgh had a name for the 1953 season—great TV selling. Instead of experiencing a slow movement of TV as usually is the case, they were going so strong that one distributor said: "We just can't keep up with the orders."

The allocation for their TV line was higher than in past years, yet they sold out. First quarter sales had been reached by February.

Pittsburgh for a long time has had good TV saturation. The increased power of Johnstown's station opened up greater sales not only in Johnstown, but also in Pittsburgh. People are so interested in TV that Pittsburgh's white goods are getting very little attention. The only item getting any attention at all—food freezers.

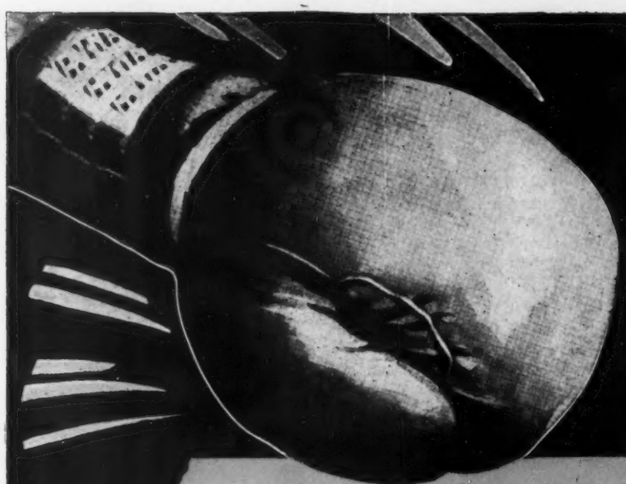
Radiation Sales. Last year many organizations were trying the food plan. They spent a great deal of money on advertising. They got almost no phone calls. Sales were almost nil for the money being expended. But in 1953, Pittsburgh dealers have been pushing the radiation sales program.

Salesmen go out with a price list of a super market and show the difference in their prices. After a family buys the freezer, and starts eating the food and the color comes back to their faces, the salesman trots out again to see how they like it. After a few remarks like "wonderful," "terrific," "nothing-like-it," or "we love it," the salesman asks the housewife to recommend a few friends who want to get one. Actually, the salesman pays about $10 for the lead if he makes a sale. But this money is cutting the former expense of advertising almost 25 percent.

South Best. While dealers in Cleveland are saying their sales aren't so hot, fellow Buckeyes in Cincinnati are tripling their January sales over 1952. One dealer who uses a lot of TV spots feels that it is the best way to increase his sales.

A Springfield, Ohio, dealer reported his January business to be very good. Many prospects were being converted into customers because he took down the names of the casual Christmas shopper who said: "I guess I can't afford that right now. Maybe after the first of the year." Refusing to write off the prospect as many salesmen do, this dealer followed them up with outside selling. Sales result: 17 pieces of laundry equipment, a few dishwashers. All of the carry-over sales from Christmas leads amounted to about a 5 percent business increase. Business for January was not all from carryover sales; all buying was increased about another 20 percent.

(Continued on page 12)



THE PUNCH

LOADED WITH FOLLOW THROUGH...

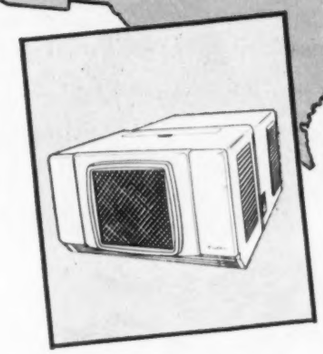
THE GREATEST, HARDEST-HITTING NATIONAL ADVERTISING CAMPAIGN

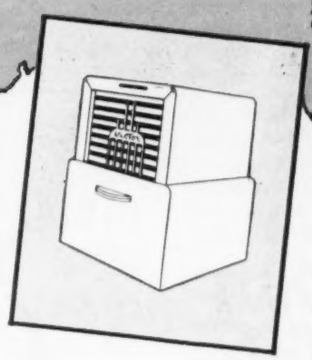
in its history

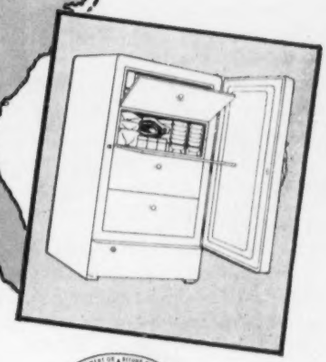
TO MAKE YOUR VICTOR SALES

ZOOM!









Guaranteed by Good Housekeeping

Hard-selling, impelling color ads.

28 national magazines

63 million circulation • 135 million impressions

Punch-packed co-op newspaper campaigns

Radio! TV! Promotion! Publicity!

Glamorous Point-Of-Sale

Send for details on the complete line...the VICTOR LINE!

FIRST NAME IN QUICKFREEZERS

Victor

UNSURPASSED QUALITY and Value in FREEZERS DEHUMIDIFIERS · AIR CONDITIONERS

FUNKHOUSER INDUSTRY

VICTOR PRODUCTS CORPORATION • HAGERSTOWN, MARYLAND

VICTOR PRODUCTS CORPORATION
HAGERSTOWN, MARYLAND

Gentlemen: Please send complete details on the Victor products checked below.

- ☐ Upright Quickfreezers
- ☐ Chest-type Quickfreezers
- ☐ Air Conditioners
- ☐ Dehumidifiers
- ☐ Commercial Refrigeration

Name _____

Address _____

City _____

State _____



MET-L-TOP is out front in *consistent* national advertising ... and out front in features that make ironing easier and faster. Display all three MET-L-TOP models—and cash in on the consumer acceptance built by the biggest sales promotion in MET-L-TOP history! It can lead to bigger, easier, more profitable sales for you.

Dozens of different MET-L-TOP ad mats are yours for the asking. Write for your *free* copy of our Newspaper Mat Service.

GEUDER, PAESCHKE & FREY CO. • 1415 W. St. Paul Avenue • MILWAUKEE 1, WIS.

APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 10

The South



By AMASA B. WINDHAM

Four largest cities off to good start in '53 . . . Housewares lag . . . Refrigerators still bullish, but dishwashers show decline

THE four largest cities in the Southeast—New Orleans, Birmingham, Atlanta and Memphis—all estimate that business in the opening part of the year was on a par with or better than last year. Except for a slight lull during January in the sale of television sets, across-the-board selling continues at a fine pace.

In New Orleans, laundry equipment and TV sets are moving at an unprecedented pace. During the last quarter of 1952, dealers in the Crescent City sold an average of 10,000 television sets a month. January sales were estimated to be somewhat under this figure but were good, nevertheless. Washing machines were the big seller down here, with refrigerator and home freezer sales at a high mark. Electric ranges and water heaters continue to be the forgotten appliances in New Orleans.

In Memphis, where it has always been hard to get an accurate estimate of current sales, indications were that automatic washing machines and refrigerators got off to a flying start. Television sales in west Tennessee were down considerably from the big figures of November and December, but Memphis distributors found their dealers in Mississippi and Arkansas doing an excellent business in TV. Home freezers have maintained a surprisingly good sales level, according to a veteran Memphis wholesaler, and he expects no let-up in the near future.

Business Fine In Birmingham. Birmingham was selling just about everything with the possible exception of electric housewares. At least three dealers in the Alabama metropolis were breaking records in the sale of all-elec-

(*Continued on page 14*)

First in Pages... *First* in Lines... *First* in Gains

The Progressive Farmer is the No. 1 Farm Magazine in Advertising Volume

1952 was the greatest year in history for the *rural* South... and for the *rural* South's favorite magazine, The Progressive Farmer.

Cash income of farm families in the 16 Southern states was at an all-time high of approximately $9½ BILLION. And the *rural* South continued to out-gain the nation in consumer buying, in farm electrification, and in other measurements of sales opportunities.

Keeping pace with the rural South's great progress, The Progressive Farmer gained 89,967 lines of advertising in 1952 over 1951, moving into FIRST place among all U. S. farm magazines in advertising volume.

TOTAL ADVERTISING	PAGES IN 1952	LINES IN 1952
The Progressive Farmer*	**1,110**	**754,810**
Country Gentleman	1,013	689,093
Successful Farming	1,090	490,495
Farm Journal	1,094	469,155
Capper's Farmer	612	416,252
Farm and Ranch with Southern Agriculturist*	412	280,398

*Average of all editions. Source: Printers' Ink

Among the six monthly farm magazines, The Progressive Farmer has climbed from fifth place in advertising linage in 1944 to third place in 1945, to second place in 1946 and to *FIRST place in 1952.*

New Crossley Survey of Southern Farm Families

The 1952 Report of the Crossley Continuing Study of the *rural* South reveals important new facts on the reading habits, economic status and purchases of Southern farm families.

For example, the average income of The Progressive Farmer's 1,213,000 subscriber families is $5,118.00—well above the average income of subscribers to mass circulation urban magazines.

And Crossley shows that The Progressive Farmer subscribers have used their huge buying power in the past three years to purchase 453,700 electric refrigerators, 367,000 washing machines, 314,000 electric ranges, 344,900 electric irons and 216,000 vacuum cleaners.

Although 89.5% of The Progressive Farmer families have electricity, only 7.7% own television sets.

The Crossley Report provides cumulative readership figures for 65 different combinations of magazines. In addition to an exhaustive study of magazine readership, preference and duplication, the Report contains new and exclusive information on family compositions, shopping habits, tenure and possessions. For the first time, measurements are reported on degrees of reader interest in farm magazines.

As a service to advertisers and their agencies, The Progressive Farmer has published the Report in a booklet entitled THE RURAL SOUTH TODAY. *Obtain your free copy from any Progressive Farmer office.*

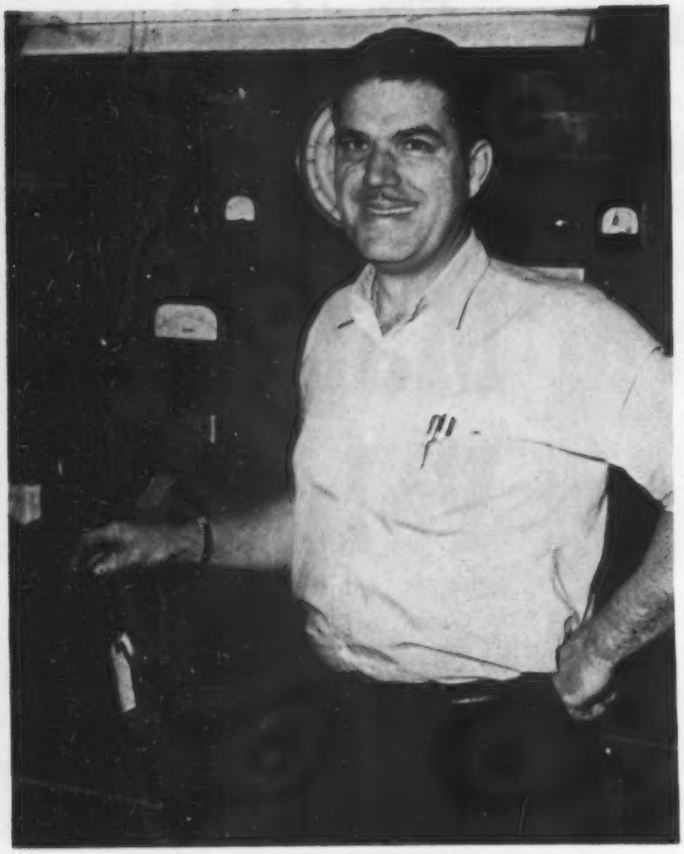


The SOUTH Subscribes to

The Progressive Farmer

Published in FIVE Separate Highly-Localized Editions to Serve the FIVE Distinct Farming Regions of the SOUTH

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • Edw. S. Townsend Co., San Francisco, Los Angeles



Motor Repairman Increases Customer Good Will With KLIXON Protectors

HARTFORD, CONN.: Mr. Ralph G. K. Langille, owner of the Reliable Electric Motor Repair Shop, knows KLIXON Overload Protectors from experience.

"KLIXON protectors practically eliminate burnouts of electric motors, which increases my customer good will and decreases my operational cost.

"Based on my experience in repairing motors, I believe that all motors should be protected against burnouts. KLIXON protectors, because they are built-in as a part of the motor are the best protection against motor burnouts."



Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated keep motors in electrical appliances and other motor-driven equipment from overheating and burning out. Look for equipment with Klixon-Protected motors for trouble-free motor operation.

KLIXON

SPENCER THERMOSTAT
Division of Metals & Controls Corporation
2503 FOREST ST., ATTLEBORO, MASS.

CONTINUED FROM PAGE 12

tric kitchens. Dollar volume sales were reported considerably higher than during this same period last year.

The sale of dishwashers continued to be spotty. In North Carolina, this appliance has always sold well and dealers continued to do a very good business in the period following the holidays, but reports from other sections indicated a sudden drop in sales volume.

One distributor in Charlotte, who supplies both of the Carolinas, said: "It's hard to understand why dishwasher sales go up and down. In the Raleigh, Charlotte and Asheville sections, our retailers have little or no trouble in selling them, but in South Carolina, it's hard to find buyers for them." Figures from the South Carolina Gas & Electric Co. back him up. In that state, dealers sold less than 150 dishwashers throughout 1952, although all other appliances maintained a respectable sales volume. Perhaps a sales training job is in order for the distributors.

Other areas noticeably lax in dishwasher selling are Chattanooga and Knoxville where, even with cheap power, dealers usually sell less than 20 dishwashers a month. Yet both of these cities are fertile fields and good profits await the distributor who goes after them.

Refrigerators Moving Steadily. The refrigerator market is still bullish. Nashville, for example, wound up the past year with more than 8,000 boxes sold, considerably more than in 1951 but considerably less than the 12,000 moved in 1950. However, Nashville reports excellent prospects for the current year in ranges, freezers and water heaters as well as refrigerators.

Atlanta dealers are riding a high boom in almost all appliances. Electric housewares were reported "slow" to "no good at all", but the sale of white goods clipped along at a comparable pace to last year's fine record. Atlanta has been a leader in dryers and ironers since they came on the market, and January reports show that it still is.

Gas competition is probably more rugged in Georgia than almost any other Southern state but the dealers have been able to meet it handily, due for the most part to aggressive distribution, good utility leadership and alert merchandising. Only in the extreme southern part of the state do dealers report only fair-to-middling business. The sale of television sets remains at around 7,000 monthly in the Georgia capital and has shown considerable pickup in other parts.

Florida is still the kingpin in the business parade. Claimed to be the fastest growing state in the Union, the peninsula notes that appliance buying is keeping step. Dealers in Miami, Jacksonville, Tampa and Orlando made a killing in air conditioners and television last year and expect a repeat this year. Without exception, observers in these key cities declared business in the opening part of 1953 is on the favorable side. Refrigerators, ranges, home freezers, water heaters, dishwashers and washing machines were all on the plus side. Even electric housewares, in the doldrums everywhere else, were doing all right.

Gulf Coast Selling Too. Business along the Gulf Coast ranges from "fair" in Pensacola to "very good" in Beaumont. Next to New Orleans, the best business spot seems to be Mobile, where dealers are pushing everything from refrigerators to disposal units. Better campaigns and promotions by dealers in the Mobile area could turn up a landoffice business. The installation of a new telecasting station in the big coast city has shot up sales of TV sets from Florida to Louisiana.

During January, competition for the TV buyers' dollar was hotter than ever, if that's possible. In Atlanta, one chain house dug up the old skywriting trick and sent planes zooming over the Georgia sky advertising its product while Atlantans' necks craned. The newspapers were full of ads with all kinds of offers from guaranteed service to free TV seats with each cabinet model sold. Some lesser known brands made headway with 17-inch table sets, still short in many areas.

The Far West



By HOWARD J. EMERSON

First "seasonally normal" year since 1940, but seasons are less important to refrigerator sales . . . Appliance dealers gradually take over food plans . . . Franchise, franchise, who's got the franchise?

WHAT the Far West appliance-TV dealers lacked in business in early February they made up in optimism for the April-May-June season. Not worried particularly about losing business by their absence from nearly deserted floors, dealers flocked to San

(*Continued on page 16*)

G.E.'s New automatic toaster

5 reasons why this is the "sure-sell" toaster!



1. 6-POSITION CONTROL. Just set the automatic control (light to dark) for the *exact* shade desired.

2. EXTRA-HIGH TOAST LIFT. Automatically brings toast up *extra* high. Even muffins may be easily lifted out.

3. SNAP-OUT, SNAP-IN CRUMB TRAY. It's completely cleanable in ten speedy seconds.

4. SAME LOW PRICE. This "got-everything" toaster still sells for only $22.95.

5. THE BIGGEST TOASTER ADVERTISING AND MERCHANDISING CAMPAIGN IN G-E HISTORY!

Here's how we're backing this toaster:

CONSUMER MAGAZINES

We're starting out with a full-color spread in LIFE, followed up through the year with full-color advertising in—

- LIFE
- LOOK
- COLLIER'S
- PATHFINDER
- FARM JOURNAL

POWERFUL PROMOTION PROGRAM

Everything a G-E dealer could want! Here's what the program includes—

- **An easel display of the announcement ad in full color.**
- **A full-color window streamer.**
- **Envelope enclosures with return order space on back.**

PLUS A SPECIAL BONUS INTRODUCTORY OFFER FOR YOU

Your distributor salesman has the details.

Get in touch with your General Electric distributor *now—right now*—today! General Electric Company, Small Appliance Division, Bridgeport 2, Conn.

First GIFT choice ELECTRIC HOUSEWARES

You can put your confidence in—

GENERAL ELECTRIC

We turn ourselves inside-out...



to make more sales for you!

Literally, in every *White Electric* Water Hotter, we draw part of the tank *inside out* to form a *seamless* port with no possibility of corrosion at any point.

This *exclusive* draw necked port is just *one* of 14 specific ways that *White Quality* is BUILT-IN to build sales, profits, and customer good will for you.

Look below for *more* money-making *White* features.

DRAW NECKED PORT CONSTRUCTION

- Unit gasketed directly to tank instead of to a part welded to tank.
- No seams where corrosion may start.
- Greater strength... longer life.



White Built-in QUALITY Features



FILM OF FLAME Single port burner in gas Water-Hotter means NO clogging—ever. Amazingly fast "pick-up" for PLENTY of hot water when you want it.



6.9% MORE HOT WATER than most utility requirements, in electric models, because *White's* exclusive Water-Hotter baffle diffuses and tempers incoming cold water.

PLUS 14 important construction features that enable you to *prove* to your customers that *White* is their best buy!

WHITE PRODUCTS CORPORATION
Middleville, Michigan



ELECTRIC—Round or table top models
GAS—Round models only

Guaranteed by Good Housekeeping

NATIONALLY ADVERTISED!

White WATER-HOTTER
AUTOMATIC WATER HEATERS
Electric or Gas

Water Heating Specialists Since 1930!

MAIL COUPON *Today* FOR FACTS ABOUT 14 PROFIT-FILLED FEATURES!

White Products Corporation — Dept. M-3
Middleville, Michigan

Please send us the *White* Proved Profits story with a complete list of *White* Built-in QUALITY Features. My business letterhead is attached.

My Name_____
Address_____
City_____ Zone_____
County_____ State_____

Patented Copyright 1953 White Products Corp.

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 14

Francisco for Western Market Week in larger numbers than any meeting since the shortage days of '48.

One of the factors which caused a drop in business at retail level beginning about January 15 seems to encourage the dealers in their view of the spring buying season—they feel it is the first seasonally-normal year since 1940. While no flurry of orders for immediate delivery was expected or received from California dealers who face a tax on inventories on March 1st, the orders placed by out of state dealers was well ahead of those placed at any of the three last Market Weeks.

New Look For Refrigeration. Indicated in dealers' orders for refrigerators was the probability that sales will no longer peak as strongly in the late spring, that the addition of frozen food compartments will increase refrigeration sales during late summer and early fall, and that the variety of features and refinements on current models make replacement sales possible in any season.

Laundry equipment came in for more than usual interest. No letdown was seen in the enormous popularity of the automatic washer in the West, and in the intentions of dealers to continue pushing the automatics and continuing to neglect a big market for wringer washers.

Trouble Spot. Definitely contributing to the mid-January, early-February slump in appliance-TV volume in the Far West has been a severe tightening on consumer credit. Led by one of the largest banks, the financial institutions are scrutinizing credit applications with cold eyes. In some cases dealers report having more than 40 percent of credit applications rejected—a situation previously unheard of except on food-freezer paper. But the more experienced dealers viewed the situation without alarm, considering it just another "readjustment" by banks to balance their loans over various industries. Large volume in TV and freezers has put more money in the appliance industry, in relation to auto, furniture and real estate, than the bankers prefer, say the dealers.

Cold Facts. The appliance industry of the West Coast could not convene without scuttlebutting the subject of food-freezer plans.

Slow but steady development of the appliance dealer as a community's food-freezer selling center is continuing out here. During the last month this trend has been accentuated by an assist from those distributors who held out almost to a bitter end in the belief that specialty concerns could carry the full load. Influencing the die-hards were: (1) periodic demise of specialty concerns, some of whom leave not only a bad taste, but more important, a bad debt (one San Francisco giant went under recently leaving a $65,000 hole in the finances of a bank and several distributors); (2) a realization that the accumulative volume of hundreds of appliance dealers who now are doing a moderate business in freezers more than equals the volume of a few hot-shot specialty concerns.

Paradox here is the number of food purveyors available for tie-in with a food-freezer plan. Eighteen months ago the biggest problem of freezer distributors and specialty food plans was getting a supply of food. Today several exceptionally well equipped food purveyors are actively soliciting a tie-in. This situation has encouraged one large freezer manufacturer to continue efforts to set up locker plants and food wholesalers as food-freezer plan operators.

Evident among dealers visiting Western Market Week was a renewed interest in some of the freezer promotions which preceeded the food plan era. Underway now in sections of the Far West are freezer promotions based on the tried and tested "freezer party".

Who's Handling What. Western Market Week witnessed the biggest activity in franchise juggling that has been seen in 6 years. Realizing the full impact of more full lines, seeing the new distributors or the old distributors with new lines, and hearing the news of more full lines to come, all contributed to a business restlessness and a re-evaluation of their local competitive picture by most dealers.

The frequency of franchise changing caused one dealer-contractor to comment that his biggest immediate market would be in taking down and putting up neon signs on appliance dealers stores.

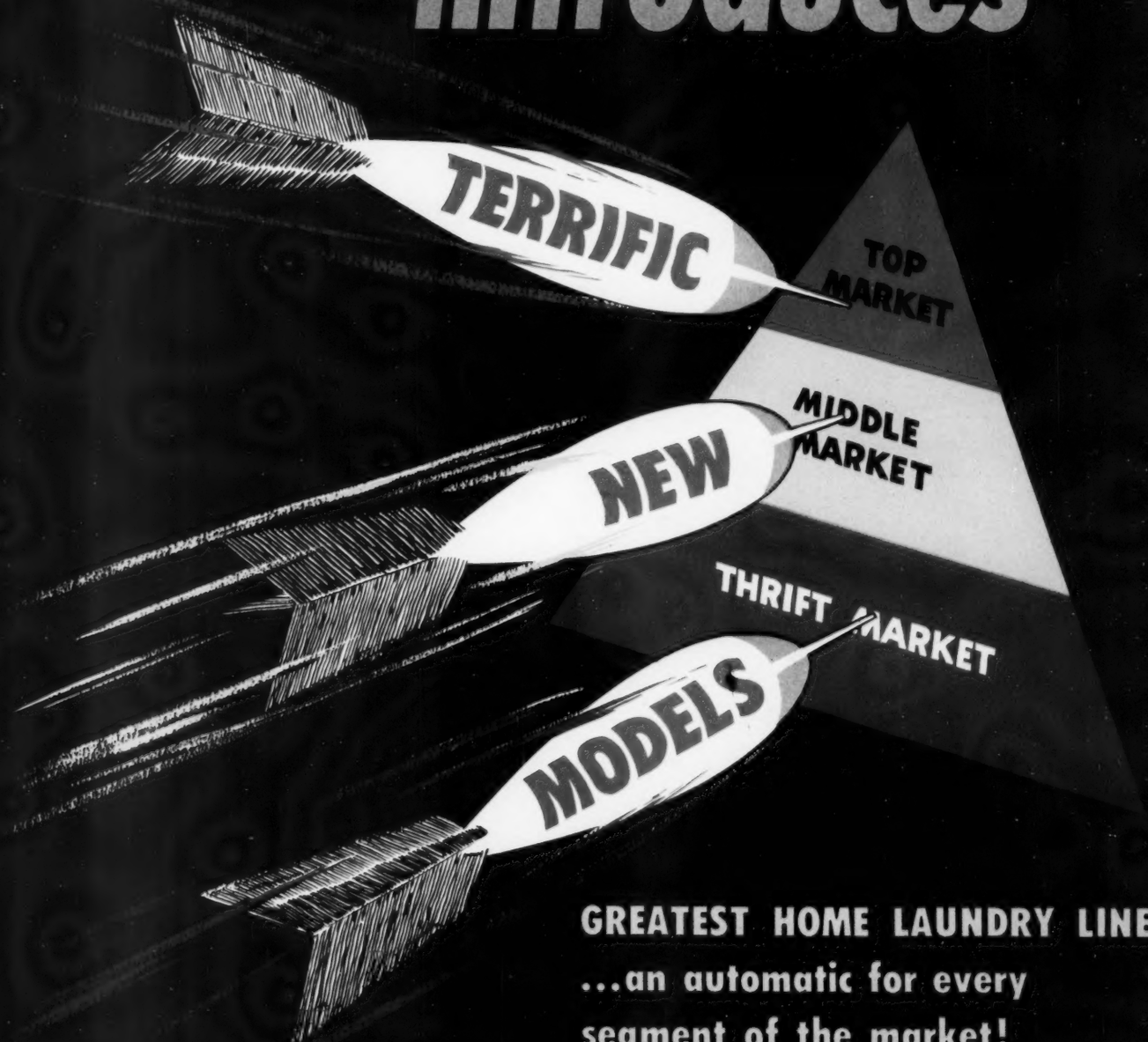
In one of the normally most stable markets in the Bay Area, a community of 30,000, in 48 hours six local dealers were involved in a shuffling of lines, with franchises for Crosley, Frigidaire, General Electric, Philco and Westinghouse changing stores.

Border Incident. Watch for fireworks in the southwest sky soon, should the FCC bring to public hearing the application of XETV, Tjuana, Mex., for a studio permit in nextdoor San Diego.

From an ultra-specially designed RCA transmitter high above a mountain 18 miles from downtown San Diego, $500,000 worth of the very latest television transmitting equipment (Federal Xmitter, DuMont cameras, Eastman film equipment) is sending an excellent signal into the lush San Diego County with its half-million people, and also into many previously unreached areas of the mountains and the Imperial Valley.

In XETV's plans are all American-language programs, a fancy San Diego studio manned by U. S. personnel, live local public service programs, a U. S. network connection.

Whirlpool introduces

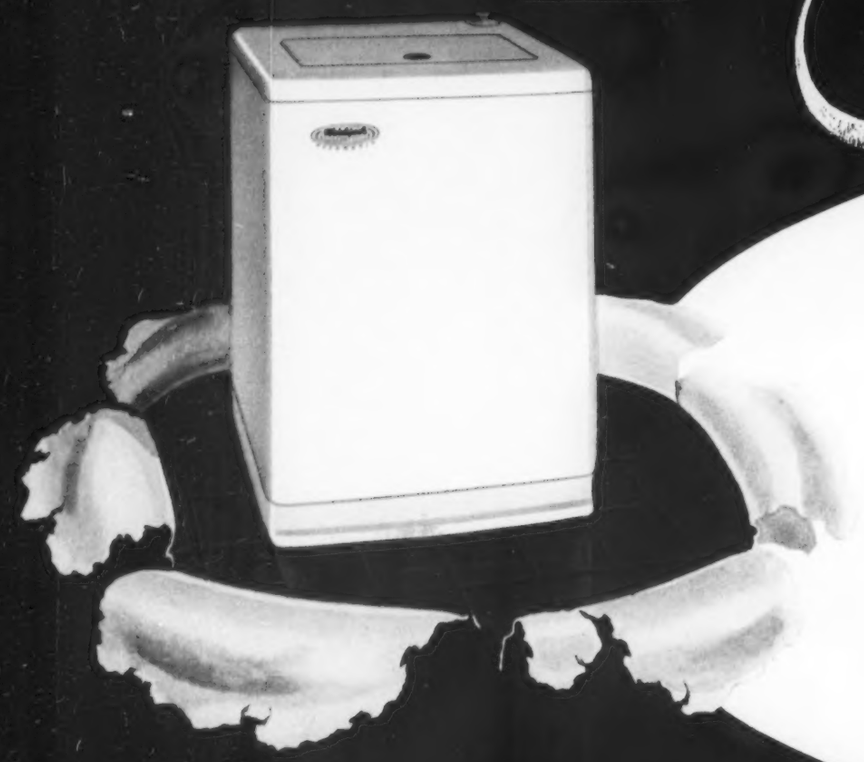


GREATEST HOME LAUNDRY LINE
...an automatic for every segment of the market!

HERE THEY ARE... a model for every purse and purpose ---→

you'll make a fist full of profit

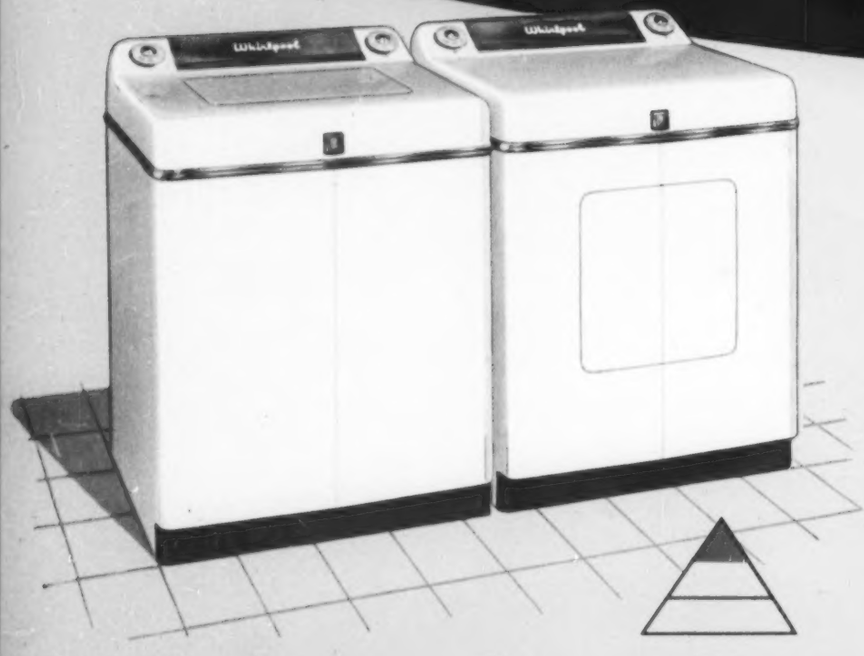
5 GREAT



Brand New

FOR THE THRIFT MARKET

There's a tremendous market for this new, large 8-lb. capacity WHIRLPOOL Compact Automatic Washer. It's just the washer for apartments, small homes, wherever space is limited or for prospects with low incomes. It occupies a floor area of only 24¼" by 24¾" and *does not* have to be fastened down. It combines wonderful WHIRLPOOL features for economy and convenience with long-life dependability. Available with or without famous Suds-Miser.

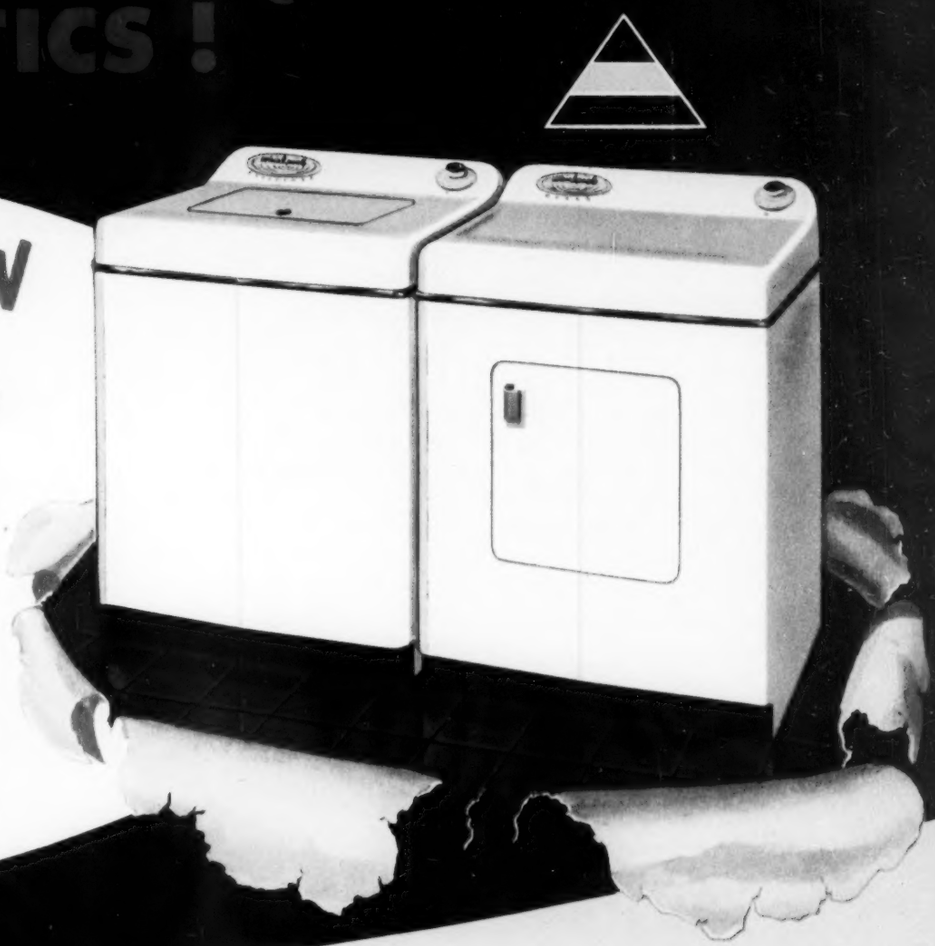


Still Tops

FOR THE TOP MARKET

For your customers who want the very best, the wonderful WHIRLPOOL Deluxe Automatic Washer and Dryer are beyond comparison. They incorporate the greatest features in home laundering and are still tops in any price class and market. Again for 1953, only WHIRLPOOL has been honored with the Fashion Academy Gold Medal Award for beauty of design.

with Whirlpool's AUTOMATICS !



Brand New
FOR THE MIDDLE MARKET

Here are *two* new, matching automatics designed to capture the great middle market for you. One is the WHIRLPOOL Standard Automatic Washer with Suds-Miser, seven rinses, agiflow washing action, 9-lb. capacity and other most-wanted features. Available with or without Suds-Miser.

The other is the new WHIRLPOOL Automatic Dryer with protective tempered heat, efficient Therma Flow Action, easy outdoor venting, satin-smooth drying tumbler and other WHIRLPOOL features. Gas or electric models are available.

You've asked for 'em . . . now you have 'em . . . a wonderful WHIRLPOOL for *every budget, every family* in your town. With these newest automatics . . . each designed and priced for a specific market . . . no sale need ever be lost. You, and you alone, can satisfy *each* prospect's want for the performance and convenience of WHIRLPOOL automatic washing and drying.

Each of these new wonderful WHIRLPOOLS proudly bears the famous WHIRLPOOL name and quality. Each is the most able automatic with the greatest features in its price range. Each model is strikingly beautiful. Each is a leader and performs like a leader. Never has WHIRLPOOL superiority been so great . . . or so obvious.

And behind all this great product sales power, there is a bigger than ever WHIRLPOOL national advertising campaign plus terrific individual sales promotion programs for each model to help you *sell much more, make much more!* Get the complete story from your WHIRLPOOL distributor. If you're not a WHIRLPOOL dealer . . . you should be!

Whirlpool ...THE COMPLETE LINE OF HOME LAUNDRY EQUIPMENT

and there's more ---→

Whirlpool

brings you another new profit opportunity!



10 STAR SPECIAL

WRINGER WASHER

Here's a *brand new* wringer washer with amazing Deluxe features at a sensational low price! It's built to bring you a lot of extra business . . . in a hurry. Look at these 10-Star Features and you'll agree:

Full 9-lb. Capacity . . . Surgiflow Water Action . . . Automatically Reversing Drain Board . . . Heavy-Duty Wringer . . . Automatic Timer . . . Finger-Tip Wringer Release . . . Modern Low-Skirt Design . . . High-Speed Drain Pump . . . Over-Size Motor . . . Heavy-Gauge Steel Construction.

See Your Whirlpool Distributor Now For The Exciting, Profit Story On / **Whirlpool**

...the most Complete Line of Washers, Dryers and Ironers

Ask Your Distributor to show you

MOTHER TAKES A HOLIDAY

And the New, Monthly

PROMOTIONAL PACKAGES

Backed by the Greatest of all Sales Drives in Whirlpool History

Whirlpool CORPORATION St. Joseph, Michigan

Clyde, Ohio LaPorte, Indiana

WORLD'S LARGEST MANUFACTURER OF WASHERS, DRYERS and IRONERS

IN CANADA: John Inglis Ltd., Toronto, Ontario

AMPRO

WORLD'S LOWEST PRICED TAPE RECORDER



ADVERTISED IN LIFE

$129.75 complete

BIG BIG PROFITS

New re-styled unit in attractive burgundy and gold

Records anything... plays back instantly!

- Two Full Hours on One 7 inch reel
- Light, Compact; Weighs only 17 Pounds
- Easy to Thread and Operate
- Big 5 inch x 7 inch Speaker
- Motor Rewind and Fast Forward

Here's the big brand name to feature for fast, *fast* tape recorder sales! Display the Ampro Model 731-R so that your customers can actually try it. Let them see how *easy* it is to operate. Let them *know for themselves* how much fun they can have! All you need to do is suggest the *many* uses for the Ampro Tape Recorder, and you've clicked-off a sale. Yes, you can *sell* the world's lowest priced Tape Recorder with the big brand name . . . AMPRO!

AMPRO CORPORATION
(A General Precision Equipment Corporation Subsidiary)

AMPRO
Famous For The Finest

AMPRO CORPORATION
2835 N. Western Avenue, Chicago 18, Illinois EM 3-53
Gentlemen:
Send me complete information about a franchise for the Ampro Tape Recorder. I am a ☐ Dealer ☐ Distributor.

Name.....
Firm Name.....
Address.....
City.....State.....

Neighborhood News



FOR APPLIANCE DEALERS

PRESENTED BY Family Circle MAGAZINE

Portland Appliance Dealer finds 66% of Supermarket's Family Circle buyers live in 1½ mile area around his store

NATIONWIDE SURVEY REVEALS 2 OUT OF 3 APPLIANCE DEALERS CALL SUPERMARKET IDEAL NEIGHBOR

In Family Circle's continuing national survey, 161 appliance dealers from coast to coast were asked, "If you were to relocate your appliance store, next to which store in your neighborhood would you want to move?" Better than 2 out of 3 answered, "supermarket or chain grocery store." When asked for the reason for their choice, almost all gave it as customer traffic.



First National supermarket, where Family Circle is sold, ½ block from Bartlett's appliance store.

Every Family Circle reader is a supermarket or chain grocery store shopper. Family Circle is sold in 8,500 stores of 14 leading grocery chains and is bought by the people whom neighborhood appliance dealers say are their best customers—people who live within the 1½ mile area around the local appliance store. No wonder more and more appliance manufacturers are advertising their products in the pages of Family Circle Magazine. Tie in now by sending for Family Circle's attractive FREE display cards.

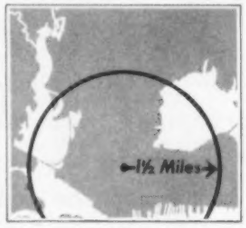
G. H. Bartlett sees Family Circle neighbors as best sales prospects

PORTLAND, MAINE—George H. Bartlett, owner of the Bartlett Radio Co. here has learned from a study, conducted by Family Circle Magazine, that his best appliance customers live well within the neighborhood of his store. This bears out what Family Circle's continuing survey has shown on a national basis, that an average of 71% of appliance store customers live within 1½ miles of the retail store in which they buy.

An interesting fact brought out by the Portland survey was that 66 out of every 100 housewife-shoppers, who buy Family Circle Magazine in the First National Supermarket *(located only ½ block from Bartlett's appliance store)*, live within 1½ miles of the Bartlett Radio Co.

How Customers Were Located

As part of a continuing study by Family Circle, the Portland survey was made to determine just where customers live in relation to their neighborhood appliance store.



Working from hundreds of Bartlett's most recent sales receipts, Family Circle's researchers plotted his customers' addresses on a Portland map. Results proved 50% of his customers lived within 1½ miles of his store. While this figure is below the national average of the study, both Bartlett and Family Circle research experts pointed out that the physical location of the store—on a narrow, long finger of the land extending into a river—stretched the area of his market.

Bartlett, a 21-year veteran of selling appliances, was quick to see that the surprising concentration of Family Circle reader-families in his neighborhood proved that appliance advertising in the pages of Family Circle reaches his best customers. Nationally, Family Circle has found that an average of 73% of Family Circle supermarket-shopping families live within 1½ miles of a neighborhood appliance store.



G. H. Bartlett, Portland appliance dealer, whose customers were surveyed by Family Circle Magazine.

This Family Circle customer concentration is one of the major reasons so many appliance manufacturers are scheduling new advertising campaigns in Family Circle, America's fastest-growing major, national magazine—sold only in neighborhood chain grocery stores to mass-market shoppers, whom appliance dealers call their best customers.

LATE BULLETIN

Family Circle Gains More Advertising Pages Than Any Other Major Magazine

In 1952, Family Circle gained almost three times as many pages of advertising as any of the other top 10 circulation magazines. Appliance advertisers with new schedules in Family Circle were responsible for much of this gain. More and more manufacturers of home appliances are realizing the importance of Family Circle's 4,000,000 housewife-shoppers as *buyers* for their products.

More New Family Circle Advertisers

Servel, Hotpoint, Domestic, schedule big Spring Campaigns

After careful study of the national, ever-growing sales importance of Family Circle's neighborhood customer concentration, these leading appliance manufacturers have scheduled aggressive spring campaigns in Family Circle:

Servel, Inc. takes a full, 4-color page in the big April issue of Family Circle to announce its new, automatic ice-maker refrigerators.

Hotpoint, Inc., in a ⅔-page advertisement, sells its giant refrigerator-freezer.

Domestic Sewing Machine Co. features electric sewing machines in a ⅓-page advertisement.

Family Circle Is Sold in These Grocery Chains and Supermarkets Exclusively:

• ALBERS • AMERICAN • BOHACK •
• BUTT • DIXIE HOME •
• FIRST NATIONAL • GRAND UNION •
• HILL • JEWEL • KROGER •
• RED OWL • SAFEWAY •
• WEINGARTEN • WINN AND LOVETT •

Family Circle families "good-neighbor" customers for appliance stores

These 4,000,000 Family Circle families have their interests centered on home and family living. More than half of them *own* their homes; and 59.9% have one or more children. They use their good incomes to buy *appliances.* Strike up a "sales friendship" with these good-neighbor customers by featuring appliances they see advertised in Family Circle. Get Family Circle display cards for quick identification.

FREE

DISPLAY CARDS FOR COUNTERS AND WINDOWS

JUST FILL IN AND MAIL COUPON

Merchandising Dept., Family Circle, 25 West 45th St., New York 36, N. Y.

Please send me the following free display cards with appliance advertisements from Family Circle, April issue:

	No. of cards
☐ CALORIC RANGES	____
☐ DOMESTIC SEWING MACHINES	____ "
☐ HOTPOINT REFRIGERATOR-FREEZER	____ "
☐ LEWYT VACUUM CLEANERS	____ "
☐ SERVEL REFRIGERATORS	____ "
☐ CHROMCRAFT	____ "
☐ DIXIE RANGES	____ "
☐ MAGIC CHEF RANGES	____ "

Name_____

Store_____

Address_____

City_____ Zone____ State_____



as advertised in Family Circle magazine





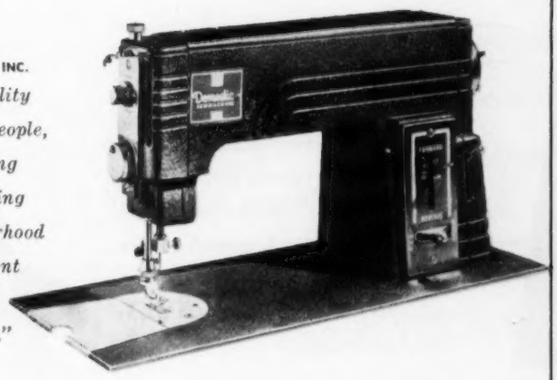
ROBERT M. STEVENS
ADVERTISING MANAGER, SERVEL, INC.

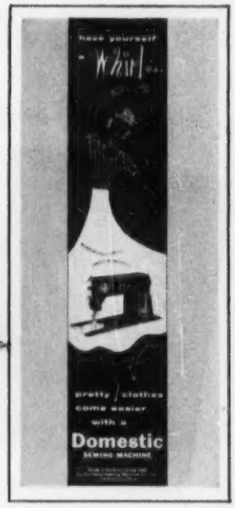
"Servel advertises in Family Circle to reach the 4,000,000 practical-minded homemakers who live and shop in the neighborhoods around tens of thousands of appliance stores."

as advertised in Family Circle magazine

DODGE BARNUM
PRESIDENT, DOMESTIC SEWING MACHINE CO., INC.

"We at Domestic recognize the ability of Family Circle to reach people, particularly in "neighborhood" trading areas. Since many Domestic sewing machines are sold by neighborhood appliance dealers, we are confident that Family Circle will give valued support to these dealers."





as advertised in Family Circle magazine





4,000,000 kitchen-minded housewives will see this Caloric range, 4-color advertisement in their April copy of Family Circle. All these big shoppers are a natural market for appliances.

Family Circle customers are concentrated in your appliance sales area

Family Circle's big-buying housewives do their shopping in the supermarket or chain grocery store that's close to your store. 3 out of 4 of these Family Circle families probably live within 1½ miles of your own store front—in the area where your sales are concentrated. Tell these families you have the appliances they see advertised in Family Circle—with displays using Family Circle's free merchandising cards.

FREE

DISPLAY CARDS FOR COUNTERS AND WINDOWS

JUST FILL IN AND MAIL COUPON

Merchandising Dept., Family Circle, 25 West 45th St., New York 36, N. Y.

Please send me the following free display cards with appliance advertisements from Family Circle, April issue:

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☐ CALORIC RANGES	____ "
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☐ LEWYT VACUUM CLEANERS	____ "
☐ SERVEL REFRIGERATORS	____ "
☐ CHROMCRAFT	____ "
☐ DIXIE RANGES	____ "
☐ MAGIC CHEF RANGES	____ "

Name_____

Store_____

Address_____

City_____ Zone____ State_____



as advertised in Family Circle magazine





C. C. GRAMER
MERCHANDISING MANAGER, HOTPOINT CO.

"Concentration of Hotpoint advertising in neighborhood shopping areas is a primary requirement for increased dealer traffic and volume. A great potential for local sales is to be found among regular grocery store shoppers. Family Circle gives deep penetration among this group."

as advertised in Family Circle magazine

This 2-color Lewyt advertisement in April's big Family Circle appeals directly to a major interest of Family Circle's vast market of 4,000,000 housewife-shoppers. That interest is efficient, easier housekeeping. What an appliance market these women are!





as advertised in Family Circle magazine

Appliance advertisers using sectional editions of Family Circle:

MAGIC CHEF, INC.
advertises Magic Chef ranges in all editions of Family Circle except those for California and the Northwest

AMERICAN FIXTURE CO.
features "Chromcraft" furniture in Family Circle editions sold in all Albers Supermarkets and Jewel Food Stores

DIXIE PRODUCTS, INC.
advertises Dixie ranges in Family Circle editions sold in all Dixie Home, Hill, Weingarten and Winn & Lovett stores.

IF YOUR PRODUCT APPEALS TO HOUSEWIVES ··· APPEAL TO THEM IN FAMILY CIRCLE MAGAZINE

4,000,000 housewife-shoppers —"*family purchasing* agents"— buy Family Circle

FAMILY CIRCLE MAGAZINE • NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

ECONOMIC CURRENTS

Consumers Are Spending More

By the McGraw-Hill Dept. of Economics

ALTHOUGH appliance sales have been somewhat spotty since the first of the year, consumer willingness to buy remains strong. Indeed, the appliance outlook appears even more favorable than reported last month, mainly because the piling up of inventory seems less likely.

CONSUMERS MORE INTERESTED IN BUYING THAN SAVING

One sign of the consumers' state of mind is the way they make use of their new or additional income. Consumers are currently spending about 90 cents out of every new $1 of income they receive. This augurs well for the future. In the past, business has usually been given a whirl whenever consumers are willing to spend more than 60 or 70 cents out of every new dollar they get. By contrast, last summer when appliance sales were dragging consumers were only spending 45 cents out of every added $1 of income. In other words, they were then more interested in saving money than in buying goods. Now the situation has swung around. Consumers are more interested in buying than in saving.

Another way to get at consumer attitude is to go out and ask them what they intend to buy and whether they think now is a good time to buy. A private survey of this sort was recently made. The findings were that consumer buying sentiment is strong and most of them felt that now is a good time to buy.

If these facts do indeed show that consumers are willing to part with their money, then the next questions are: Will they have any more money to part with? And, will the output of appliances increase faster than consumer income?

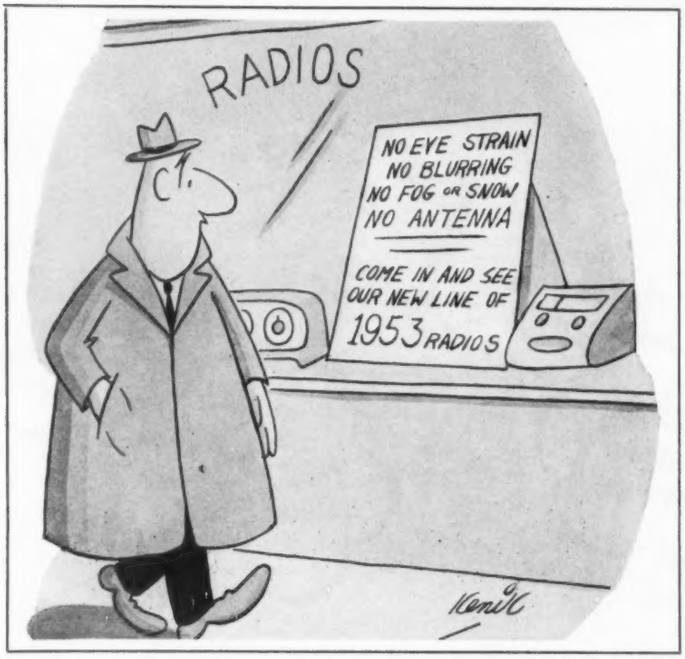
CONSUMER INCOME DUE TO RISE FURTHER

Last month this column pointed out the spectacular $7 billion increase in consumer income which took place in the last quarter of 1952. This upsurge of income came after almost a year and a half of stable income in which consumers made very minor gains. The cause of the big increase in income was the strong upturn in industrial production that began last fall. After such a splurge, one would expect production and income to level off. But the remarkable thing is that industrial production now keeps climbing, and this will pull incomes up with it.

The most widely used measure of manufacturing activity is the Federal Reserve Board's index of industrial production. This index was about 218 to 220 during most of 1951 and 1952. During the steel strike last July it dropped to 194. By the end of 1952 it had jumped to 234, and it is still going up. Now it stands at 237, the highest point it has ever reached except during the forced draft of all out war.

Rising industrial production means longer hours and more people working. The result is increasing incomes. In addition to this, some wage increases are likely, due to the many labor contracts that are due to be re-

(*Continued on page 31*)



DISTRIBUTORS Follow the trend

Add mass produced birch kitchens to your present line, for faster "over-the-counter" sales (with no trade-ins)

Natural BIRCH Living Kitchen

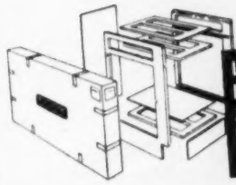


Quality in three price ranges



1 Assembled and Laquered
2 Assembled Unfinished
3 Semi-Assembled Unfinished

Get your share of the "DO-IT-YOURSELF" MARKET



LOW SHIPPING COST . . . LOW WAREHOUSE COSTS . . . MORE PROFIT TO THE DEALER . . . AND MORE APPEAL TO THE CUSTOMER

BRAMMER

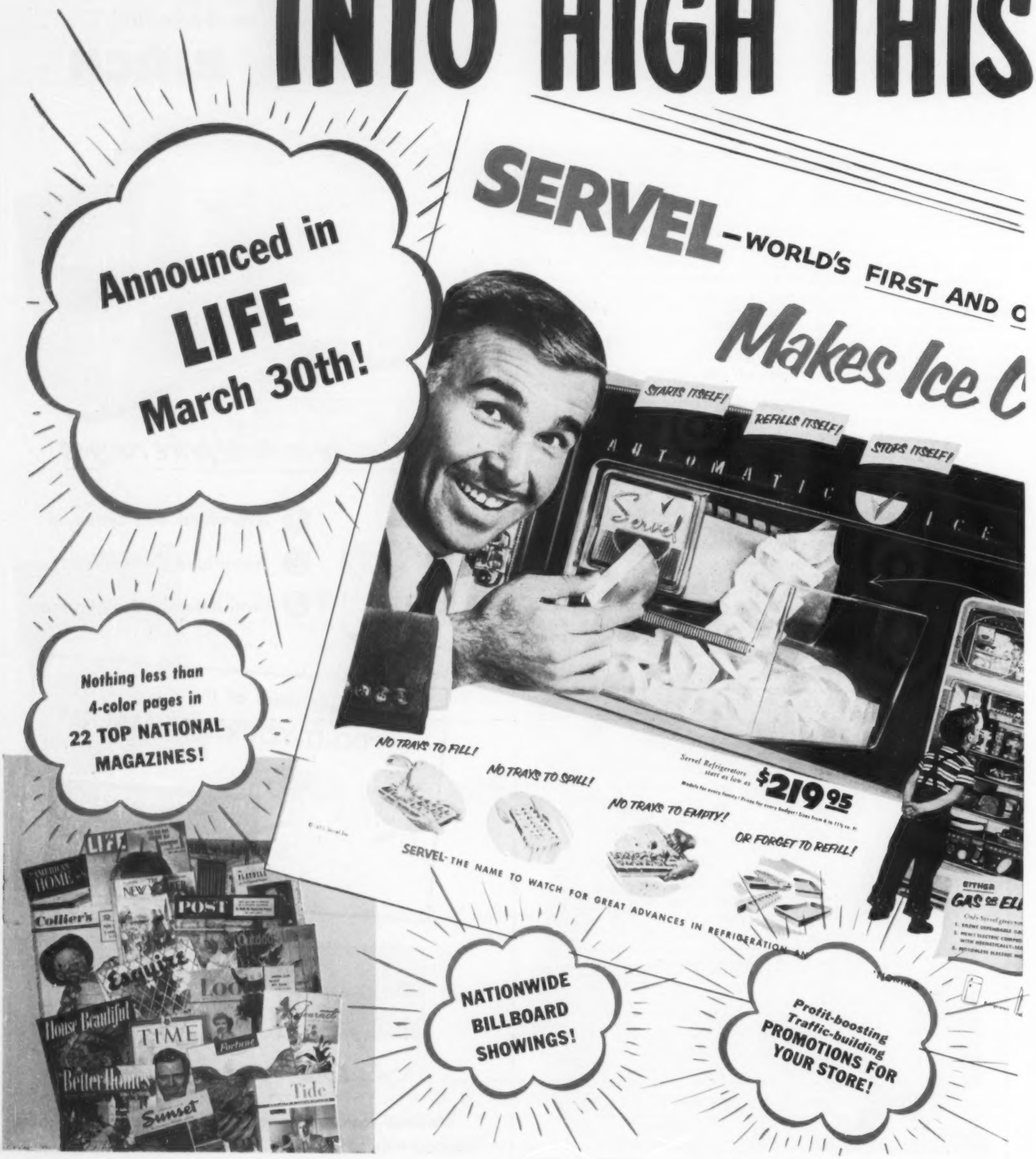
write for free full color literature

Living Kitchens

BRAMMER MANUFACTURING COMPANY, DAVENPORT, IOWA

SHOWROOMS: CHICAGO: MERCHANDISE MART - SAN FRANCISCO: WESTERN MERCHANDISE MART

SERVEL ADVERTISING INTO HIGH THIS



JUGGERNAUT ROLLS MONTH—TIE IN!

Big-space NEWSPAPER CAMPAIGNS in 109 CITIES!

HERE'S the kind of advertising support every dealer dreams of—aimed to reach *every prospect in America* with the most sensational refrigerator news of all time—the Servel Automatic Ice-Maker Refrigerator! Get your share of the flood of traffic due in Servel Dealers' stores this spring! Display Servel! Promote Servel! *Call your Servel Distributor today!*



ONLY SERVEL GIVES YOU REAL FREEZER VOLUME WITHOUT FOOD FINANCING HEADACHES!

24 big national ads announcing Servel's revolutionary 'food plan'—the one plan that lets you offer your customers a fat 25% discount at their favorite food store! All without cutting your profits—without an extra sales force—without your going into the food business!

● *Models range from 9 to 22 cubic feet . . . vertical and horizontal.*

SAVE 25% ON LOW SUPER-MARKET PRICES

in stocking your new Servel Freezer!

Buy right at your favorite market and take ¼ off regular prices! Ask your Servel Dealer about it!



Model HF-153
15 cu. ft.

ALL ELECTRIC
all with exclusive
'Cold-Seal' CONSTRUCTION!
They're air-tight! Cold-tight! No cold leaks! No outside sweating! 5-year warranty on Servel hermetically sealed electric unit—*plus* 3-year Food Spoilage Warranty Plan!

Model VF-113
11 cu. ft.

Watch the prospects flock in when you let this offer out! Your customers stock their freezer at any food store they choose! They buy only the meats, vegetables, fish, poultry and fruits they prefer! And they get it all—up to $200 worth—at a fabulous 25% off the store's regular prices!

Don't stand on the outside looking in, while others reap all the profits on freezers! Here's *your* chance! CALL YOUR SERVEL DISTRIBUTOR TODAY!

FOOD PLANS TOO! If you're running a food plan now, check your present profits against Servel's! The figures may amaze you! Call your Servel Distributor!

Servel

The name to watch for great advances in REFRIGERATION and AIR CONDITIONING GAS or ELECTRIC

Servel Inc., Evansville 20, Indiana • In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ontario

Ice-Maker Refrigerators · Home Freezers · Room Air Conditioners · All-Year Air Conditioning Systems · "Electric Wonderbar" · Water Heaters

LIKE RUNNING A SALE EVERY DAY- *and making FULL PROFIT to boot!*



Model RAC-93

SERVEL 3/4 h.p. Air Conditioner at 1/2 h.p. Price!

EXCLUSIVE! 1-DIAL WEATHER CONTROL!



Just 1 simple dial controls both cooling and air-flow — delivers your choice of 5 'weathers' automatically!

NEW! Today's Most Beautiful Styling! Mahogany or Blond finish, Ivory grilles, anodized gold trim!

NEW! Special 'Night Turn-Down' for moderately warm nights! Super-quiet! No drafts!

NEW! Automatic Temperature Regulator! Standard in 1 h.p. Servel — optional in 3/4 h.p. model.

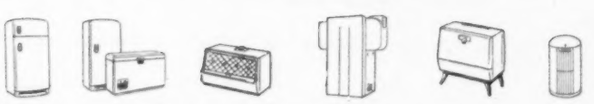
5-YEAR WARRANTY on Servel's hermetically sealed electric cooling system!

***PLUS*—a 1 h.p. SERVEL at the usual 3/4 h.p. price! It's the year's big room air conditioner news—announced in 25 big national ads, starting with a spread in LIFE!**

Millions will be reading about Servel in a full list of leading consumer magazines! About *features* and *style* that make Servel today's most deluxe air conditioner — about *values* your competition can't match without giving away their profits!

Here's your chance to corner the air conditioner business in your neighborhood! Get in while supply is plentiful—before the summer rush begins!

CALL YOUR SERVEL DISTRIBUTOR TODAY!



Ice-Maker Refrigerators · Home Freezers · Room Air Conditioners · All-Year Air Conditioning Systems · "Electric Wonderbar" · Water Heaters

Servel

The name to watch for great advances in REFRIGERATION and AIR CONDITIONING
GAS or ELECTRIC

Servel Inc., Evansville 20, Indiana • In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ontario

Watch Wonderbar Sales Top Even Last Year's Record-Smashing Marks—as

SERVEL UNLEASHES 50 NATIONAL ADS



ON SERVEL "Electric Wonderbar"

PORTABLE SILENT REFRIGERETTE STYLED AS SMART FURNITURE





PARTIES! Freezes ice cubes! Chills drinks, snacks!



PATIOS! Wheel it outdoors, indoors, anywhere!



OFFICES! Smart new way to entertain customers!

Hottest, most successful new major appliance since TV! Production already tripled—and still going up! Sales already at a fabulous rate—and barely skimming the market at that! Wherever you look—there's a prospect for Servel's smart new refrigerette! Living rooms, nurseries, game rooms, patios, offices, hospitals, boats—a completely new market for refrigeration! Works on AC-DC, 12 to 230 volts—with 5 yr. warranty on silent freezing system. Accessories and bases optional. Rich mahogany, blond or white finishes. Don't delay any longer. Get your share of this new market, as Servel floods America with ads this spring! CALL YOUR SERVEL DISTRIBUTOR TODAY!

Servel

The name to watch for great advances in REFRIGERATION and AIR CONDITIONING
GAS or ELECTRIC

Servel Inc., Evansville 20, Indiana • In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ontario

Ice-Maker Refrigerators | Home Freezers | Room Air Conditioners | All-Year Air Conditioning Systems | "Electric Wonderbar" | Water Heaters

Economic Currents

CONTINUED FROM PAGE 25

opened this spring.

As long as industrial production keeps rising the way it has been, consumer income will continue to grow. The increases in income may not be spectacular, but consumers should make respectable gains in the amount of money they have to spend during the next six months.

OUTPUT OF APPLIANCES SEEMS IN GOOD BALANCE

For a while last fall, the production of some appliances was outrunning retail sales. Such overproduction bode ill for the future, because the result would have been a piling up of inventories. This situation seems to have corrected itself. Brisk year-end sales cleared out inventories fairly well. And the rate of appliance production, while still high, has dropped back a notch.

Production of appliances pushed ahead sharply last fall, just as output did in other manufacturing. But appliance output hit a peak in November and since has dropped a shade. The level of output is still high, high enough to meet demands, but probably not so high as to overflow the market. It is encouraging that consumer income will keep rising moderately during the first half of this year, bolstering appliance demand, while appliance manufacture is restrained to the level of buying.

MORE PRODUCTION CAPACITY THAN NEEDED

The reason some restraint is needed in manufacturing is that we now have a capacity to produce goods in the United States which is, temporarily, larger than consumer demands. The great expansion in plant and equipment since 1946, and particularly since 1950, is coming into production. The military needs for this production are not as great as was originally expected. The result is that we have some production capacity beyond our immediate needs. This is all to the good. It gives us a chance to retire old, high-cost factories and the wherewithal to design and build new products. But temporarily it would be possible to overproduce in some lines.

Competition is driving some industries into a mad production race that may cause trouble. In the automobile industry, for instance, the rate of production is now 7 million passenger cars a year, even though the expected sales are around 5½ to 6 million cars. Someone is likely to get hurt this year in the automobile business, and of course it is the dealer who bears the brunt of the trouble when selling becomes tough.

The appliance business, fortunately, seems to be avoiding the mistake of pushing production and inventories too far. We can all hope that this wisdom continues. For, with rising consumer incomes and evidence of consumer willingness to buy, the appliance business has some good months ahead, as long as it does not try to push its luck too far. *End*

Here are Two Profitable FULL MARK-UP ITEMS

● We believe the dealer is entitled to his full profit on nationally advertised products, and we make every effort to see that prices are maintained to the best of our ability on both VOCATRON PORTABLE INTERCOM and on TWO-TIMER, our new appliance-timer. See ad below.

VOCALINE COMPANY OF AMERICA, INC.

VOCATRON* Profit-Packed Door Opener for '53!

Here's a new product which gives you Full Mark-Up! Liberal dealer discounts, based on quantities purchased. Ask your wholesaler for facts about VOCATRON, or send coupon below.

Standard Model CC-2 talk-listen units retail at $79.50 a Pair—extra units $39.75 each. Extra durable gray plastic. Both Models slightly higher in the Far West.





Special Model CC-25 talk-listen units (for longer-range operation, greater sensitivity) retail at $97.50 a Pair—extra units $48.75 each. Extra durable mahogany plastic with handle and De Luxe knobs.



MORE DEALER HELPS . . . INCREASED CONSUMER ADVERTISING

VOCATRON is the exciting new portable "wire-less" intercom for homes, offices, hotels, farms, institutions—and what's more, it's a real friend-maker for you. Light, portable, loaded with profits and so easy to demonstrate, you'll find VOCATRON the proven traffic producer that actually helps you sell your other lines.

VOCATRON is capitalizing on last year's sales momentum with a vastly stepped-up merchandising campaign . . . with eye-catching new window and counter displays; streamers; brochures; envelope stuffers and newspaper mats.

Greater emphasis, too, is being placed on VOCATRON's consumer advertising. Included in the 1953 schedule are such influential magazines as TIME, AMERICAN BUSINESS, NEWSWEEK, NATION'S BUSINESS, FORTUNE, BUSINESS WEEK, INSTITUTIONS, MANAGEMENT METHODS, MOTOR, AMERICAN MOTEL MAGAZINE, HOSPITAL MANAGEMENT, and more.

Be sure to get all the facts about VOCATRON—today's "hottest" new source of dealer profits!

*®U. S. and Foreign Patents Pending

HAVE YOU SEEN "TWO-TIMER"? ASK US ABOUT THIS LATEST APPLIANCE-TIMER BY VCA

VOCALINE Company of America INCORPORATED

363 Vocaline Building, Old Saybrook, Conn.

Please send, without obligation, additional information about ☐ *TWO-TIMER* ☐ *VOCATRON.*

NAME.....

COMPANY.....

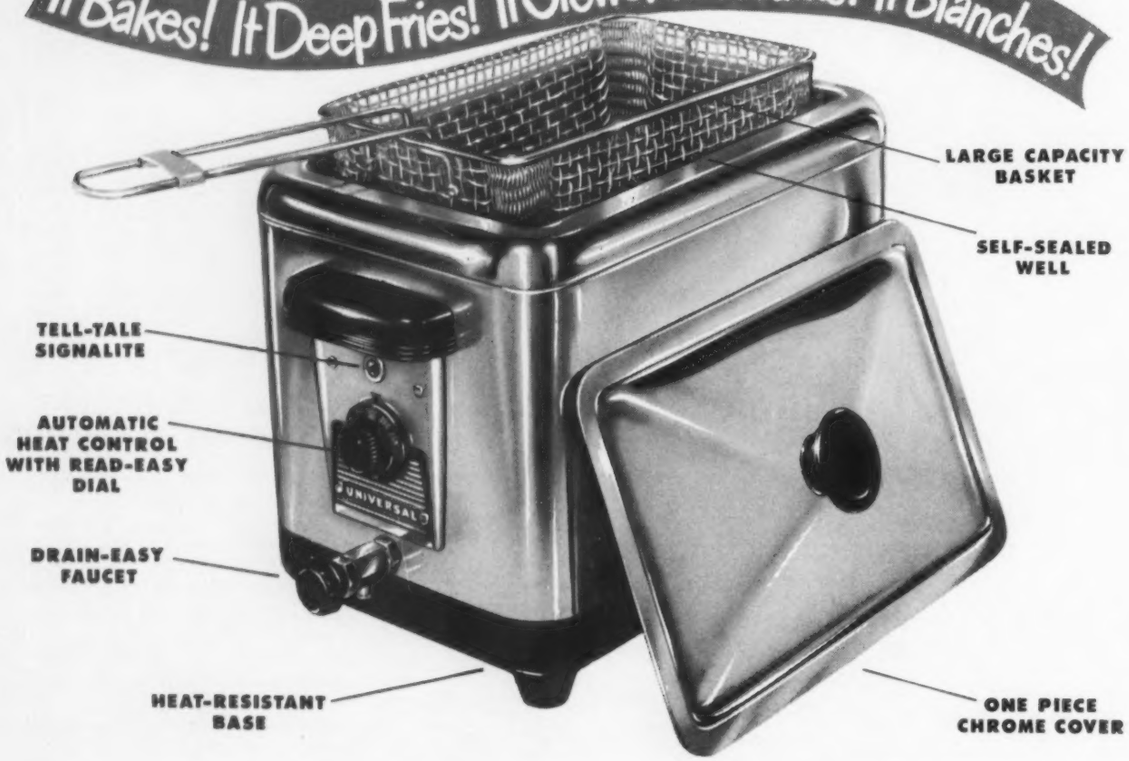
STREET.....

CITY..... ZONE..... STATE.....

Put the "HEAT" on Housewares Sales with

The New UNIVERSAL DEEP FRYER

It Bakes! It Deep Fries! It Stews! It Steams! It Blanches!



HERE'S versatility that means easy, extra sales for you. It's the handiest appliance a woman can own, and with all the deluxe features that sell on sight.

A FREE COOK BOOK with over a hundred recipes is included with each Universal Deep Fryer. Show it to your customers . . . let them see how many uses there are for this wonderful fryer from baking potatoes, stewing, steaming, blanching . . . to all the delicious deep-fried recipes that every woman will want to try. It's the perfect gift for any household—put it up front for sales!

ANOTHER OF America's Preferred Line of Electric Housewares

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



STROKE-SAV-R IRON



HAND MIXER · AUTOMATIC TOASTER · COFFEEMATIC · FOOD MIXER AND CHOPPER · MIXABLEND · COOK-A-MATIC · COMBINATION SANDWICH GRILL · TABLE STOVE · TRAVEL IRON · HEATING PADS · ELECTRIC BLANKETS

LOOK! COMPARE!

See why

American Kitchens

is the most profitable line you can sell!



LOOK WHAT AMERICAN KITCHENS OFFER YOU!

1. The highest mark-up in the entire appliance field.
2. "Pre-sold" prospects . . . live leads from people in your area who have actually written in for information.
3. Larger unit sales; average kitchen sale over $400!
4. Eligible for FHA—no collection problems—you get spot cash!
5. No profit-eating trade-ins! No yearly model changes!
6. Fast, effective sales-training—right in your own store!
7. Minimum display space . . . no heavy inventory . . . no servicing problems.
8. Heavy national advertising—in color—in the top magazines, local advertising, radio, outdoor, displays!
9. Regular extra-value special promotions!

American Kitchens

"SAVE 1000 STEPS A DAY"

American Kitchens, Dept. EM-3
AVCO Manufacturing Corporation
Connersville, Ind.

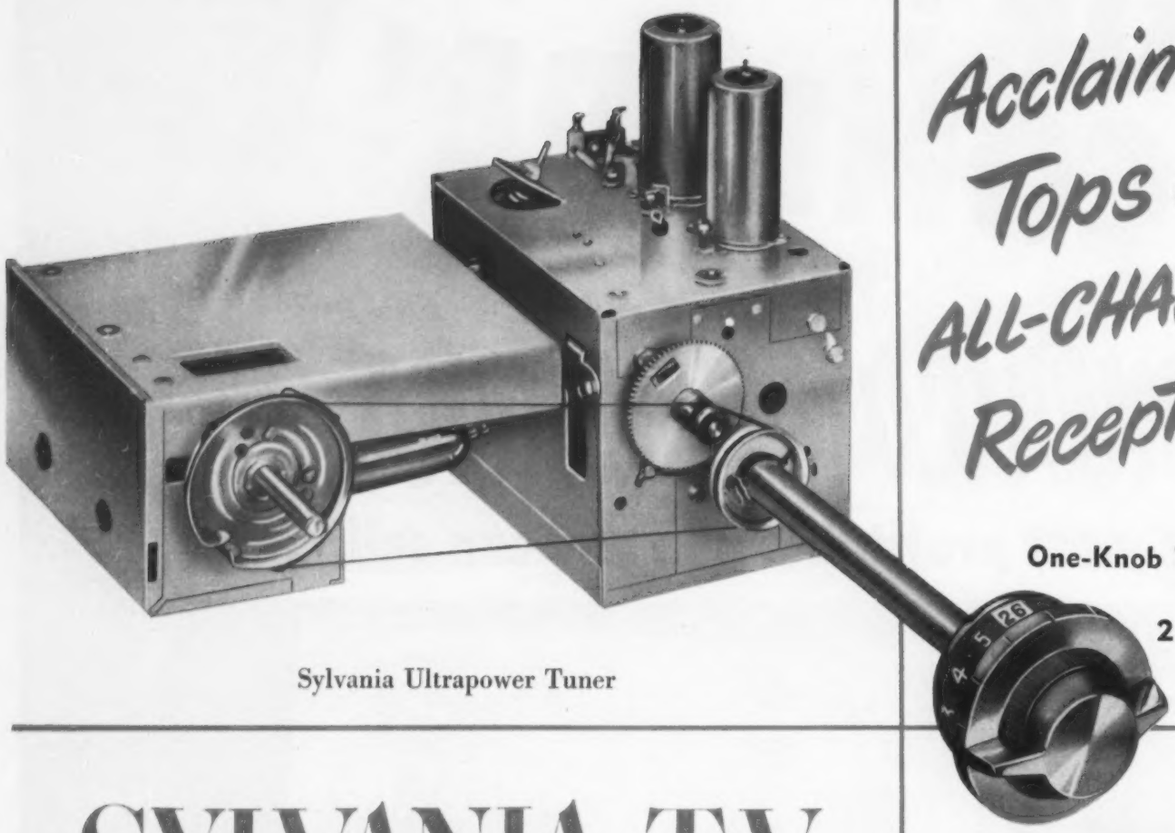
Please send me information about American Kitchens and the new promotions. Please have my distributor call on me.

Name_____

Address_____

City_____ Zone____ State_____

AMERICAN KITCHENS DIVISION AVCO CONNERSVILLE, INDIANA



Sylvania Ultrapower Tuner

Acclaimed Tops in ALL-CHANNEL Reception!

One-Knob Tuning . . .
Channels
2 Through 83

SYLVANIA TV

with Built-in ONE-KNOB ULTRAPOWER TUNER for the World's Most Precise ALL-CHANNEL UHF–VHF RECEPTION

WHEN it comes to UHF, TV buyers know what they want!

Results in every new UHF market *prove* that the TV customer wants BUILT-IN ALL-CHANNEL TUNING *here and now.* No makeshifts—no trick solutions—no delayed installations. He wants to take home a *complete* television set . . . one that will bring in any and every station in his locality . . . whenever it comes on the air.

That's just what the buyer gets in the new 1953 Sylvania TV with the exclusive All-Channel, One-Knob ULTRAPOWER TUNER. It's the complete once-and-for-all answer to this UHF question.

Sylvania ALL-CHANNEL sets are rolling off the production line—right now. And they'll roll right off your sales floor into your customers' homes.

Get a look at this new Sylvania line. It's your big opportunity for record-breaking volume and profit for '53!



The ARLINGTON (175M)
Smartly styled 21" Table Model with HALOLIGHT. Mahogany Veneer cabinet, super-powered Stratopower "508" Chassis. Available with All-Channel UHF-VHF reception. Also in Blonde (175B).

SYLVANIA TV with HALOLIGHT*

The Frame of Light
that's Kinder to Your Eyes

*Sylvania Trademark

Contact Your SYLVANIA TV DISTRIBUTOR TODAY!

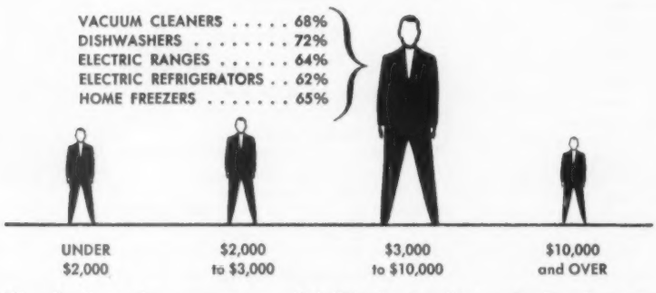


Could you use a cool 200 million?

THE readers of Collier's this year will buy tons and tons of electrical appliances. In cold cash, 200 million dollars' worth.

What makes them such good appliance prospects? A few facts will tell the story. For example, as the chart shows, families earning $3,000 to $10,000 a year buy the major share of all electrical products.

DISTRIBUTION OF ELECTRICAL PRODUCTS BY INCOME GROUPS



Now look at the percentage of Collier's circulation in the three to ten thousand dollar income range:

FOUR LEADING MAGAZINES
PERCENTAGE OF CIRCULATION IN $3,000 TO $10,000 GROUP

(Weeklies)
COLLIER'S 72%
Life 69%
The Saturday Evening Post 68%

(Biweekly)
Look 69%

Source: Stewart, Dougall Qualitative Survey

These are the people who buy 68% of the vacuum cleaners, 72% of the dishwashers, 64% of the electric ranges. Yes, and 62% of the electric refrigerators and 65% of the home freezers.

And Collier's has a bigger percentage of these people in its circulation than any other magazine in its field.

If the products you sell are advertised in Collier's, this 200 million dollar market is yours for the taking.

COLLIER'S ADS ARE READ—NOT JUST LOOKED AT!

A brand-new survey—the biggest of its kind ever made—shows conclusively that readers spend more time per page on Collier's, including the advertising pages, than on any other book in its field. Here's a selling plus which advertisers get only in Collier's. For details, write to Collier's now. Ask for THE THIRD DIMENSION SURVEY. Address: Collier's, 640 Fifth Avenue, New York 19, New York.

Collier's

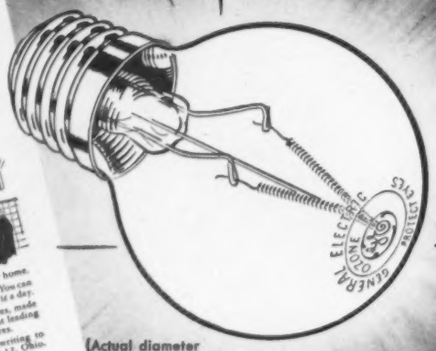
Collier's National Coverage at National Cost

MAKES THINGS HAPPEN

The Crowell-Collier Publishing Company, New York—Publishers of Collier's, The American Magazine, Woman's Home Companion

There's MONEY in the air!





(Actual diameter of G-E Ozone Lamp is 1⅜ inches)

YOUR CUSTOMERS ARE PRE-SOLD
General Electric is telling your customers about electronic odor control with magazine advertisements like these—

WHEN YOU SELL...

New G-E OZONE LAMPS and their fixtures!

TO BANISH OBJECTIONABLE ODORS

Because customers are odor conscious, you can cash in on a new market selling General Electric OZONE LAMPS and the fixtures required to operate them.

Every room where objectionable odors occur needs these amazing new G-E OZONE LAMPS. They're used in: kitchens, bathrooms, basements, nurseries, clothes closets, living rooms, dens, in public rest rooms, offices, waiting rooms, elevators, stores and buses.

Get your share of this new, lucrative business!

To meet this demand—Get fixtures with G-E OZONE LAMPS from these firms—

Acme Products Corporation
212 S. Third St. St. Joseph, Missouri

Air Master Manufacturing Company.
2485 American Ave. Long Beach, Calif.

American Lighting Equipment Company
713 N. Highland Ave. Hollywood 38, Calif.

Art-Crafts Company
867 Andover Rd. Mansfield, Ohio

Artcraft Fluorescent Corp.
248 McKibbin St. Brooklyn, New York

Atlas Consolidated Corp.
298 Junius St. Brooklyn, New York

Bretford Manufacturing Company
9351 Chestnut St. Franklin Park, Illinois

Brill-Sloane Company
4041 Ridge Ave., Bldg. 14 Phil. 29, Pa.

Brodwax Fluorescent Company
443 Glenmore Ave. Brooklyn 7, New York

Brooklyn Electronic Dood. Company
P. O. Box 7, New Lots Sta. Brooklyn 8, N. Y.

Circ-Light, Inc.
Mount Vernon, New York

Day-Ray Products Company
1133 Mission St. South Pasadena, Calif.

D-Odo-Zone Company
6912 Hollywood Hollywood 28, Calif.

Easy-Eye Lighting, Inc.
1825 Chouteau Ave. St. Louis 3, Missouri

Ender Mfg. Company
260 West St. New York, New York

Estellite Company, Inc.
P. O. Box 230 Hoosick Falls, New York

Fluorescent Equipment & Manufacturing Co.
5105 Cowan Cleveland 4, Ohio

D. Wm. Fuller Company
2320 E. 75th St. Chicago 49, Illinois

Grover Electronics Company
5743 Nassau St. Philadelphia 31, Pennsylvania

Kaskel Electric Company
5 Union Square New York, New York

Lacey Sales Company
2760 Baker St. San Francisco 23, Calif.

Marbro Lamp Company
1625 S. Los Angeles St. Los Angeles 15, Calit.

Masterlite Manufacturing Company
2753 Kensington Ave. Philadelphia, Penna.

Meil Electric Manufacturing
Germantown & Glenwood Avenues
Philadelphia, Penna.

W. H. Meisenhelter Company
Landisville, Pennsylvania

Melrose Lighting Company
6808 N. Franklin St. Philadelphia, Penna.

Merchandising & Manufacturing Assoc.
Breneman Bldg. Lancaster, Penna.

Metric Manufacturing Company
158 East Grand Ave. Chicago, Illinois

Monmouth Electric Products Co.
P. O. Box 83 Asbury Park, New Jersey

Monogram Lighting Units, Inc.
14 Prospect Place East Orange, New Jersey

Naxon Utilities
3600 Touhy Ave. Chicago 45, Illinois

Ozone-Lite, Incorporated
162 Bowery, New York 12, New York

Pressteel Company
800 Bancroft Way Berkeley, Calif.

Rajak Manufacturing Company
245 N. Fourth St. Tipp City, Ohio

Reinhardt-McArthur Company.
2119-23 Gravois St. Louis 4, Missouri

Robbey Electric Manufacturing Company
2062 East 70th St. Cleveland 3, Ohio

Sanitron, Inc.
24-10 40th St. Long Island City 1, New York

J. T. Sexton Company
P. O. Box 6684 Dallas, Texas
8 W. 9th St. Kansas City, Missouri

Standard Products Company
Whitman, Massachusetts

Sterling Industries, Inc.
2741 Coral St. Philadelphia 34, Penna.

Roy C. Stove & Company
914 N. Lafayette St.
P. O. Box 150 Valparaiso, Indiana

D. Stratfield Company
434 Grand St. Bridgeport 4, Conn.

Sun Kraft Health Products, Inc.
158 East Grand Ave. Chicago, Illinois

Call your G-E Lamp representative for free, attractive G-E OZONE LAMP display material and customer literature for your store, or write Department OZ, Lamp Division, General Electric, Nela Park, Cleveland 12, Ohio.

You can put your confidence in—

GENERAL ELECTRIC

Today's fastest-selling clock radios...


Philco


Sparton


Olympic T V


CBS Columbia


Sylvania


Sears Roebuck


Hallicrafters


Esquire


Regal


Jewel



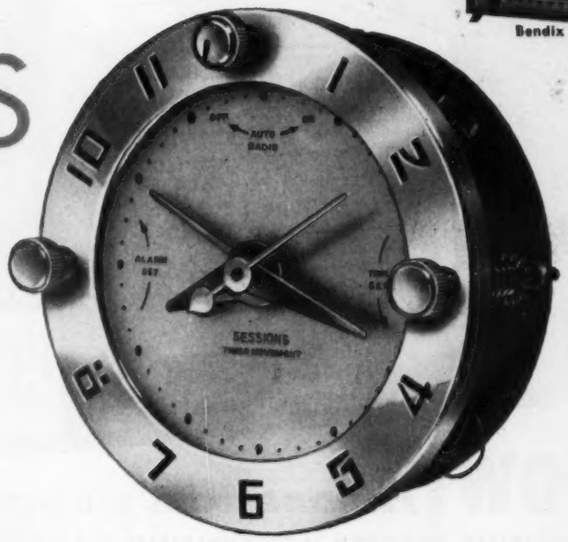
Motorola


Continental


Bendix

feature

SESSIONS TIMERS





. . . are you selling them?

If you are, no one needs to tell you why Sessions-equipped clock radios and TV Receivers are America's fastest-selling brands — you'll know! But if you don't know — and haven't sold them . . . consider these important facts now.

Consider price, first. Sessions Switch Timers cost less than other dependable makes. This means you sell Sessions-equipped clock radios at a price that automatically promotes rapid turnover. That's *one* advantage.

Advantage number two — design! Every Sessions Switch Timer — whether standard or custom-built — has a smooth, pleasing appearance that helps break down sales resistance. You can't help but like them . . . and neither can customers! Combined with split-second accuracy and kitten-quiet timer operation, the price, design and dependable quality of Sessions-equipped clock radios have made them the most popular brands on the market. It will pay you to investigate.

Ask your distributor for complete details on the value leaders in clock-radios — the brands equipped with Sessions Timers. The Sessions Clock Company, Timer Div., Forestville, Conn.

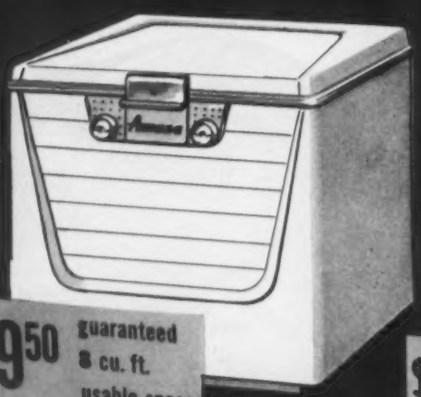
Sessions
SWITCH TIMERS and CLOCK MOVEMENTS

THE NAME TO WATCH FOR IN TIMED APPLIANCES

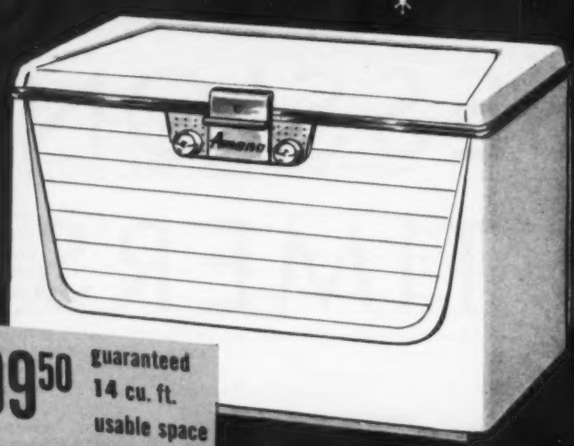
FOR 1953

Amana FOOD FREEZERS guaranteed to outperform

BACKED BY A CENTURY-OLD TRADITION OF FINE CRAFTSMANSHIP



$279.50 guaranteed 8 cu. ft. usable space



$399.50 guaranteed 14 cu. ft. usable space

NOW! Amana BACKS YOU WITH THE GREATEST EXCLUSIVE FREEZER ADVERTISING CAMPAIGN IN HISTORY!

Into every one of the 45 million homes in America AMANA will deliver a sound, powerful message designed to pre-sell AMANA FREEZERS for you . . . designed to make AMANA the standard for comparison in the home freezer field. Check the magazines shown here and that's not all . . . we bring you a great big . . .

PLUS KATE SMITH ON NBC-TV COAST-TO-COAST!

America's beloved singing star . . . will be selling AMANA FREEZERS to her MULTIMILLION AUDIENCE who believe in her as Amana Freezer owners believe in Amana. Starting Thursday Feb. 19th and every Thursday thereafter . . . check your local newspaper for program time!



. . . THE BEST ADVERTISED, BEST KNOWN FOOD FREEZER IN AMERICA!

all others!

the only freezer
to receive the famous
Fashion Academy Award

proved best by every test!



Amana
UPRIGHT FOOD FREEZER

OUTPERFORMS . . . OUTSELLS
ALL OTHER FOOD FREEZERS

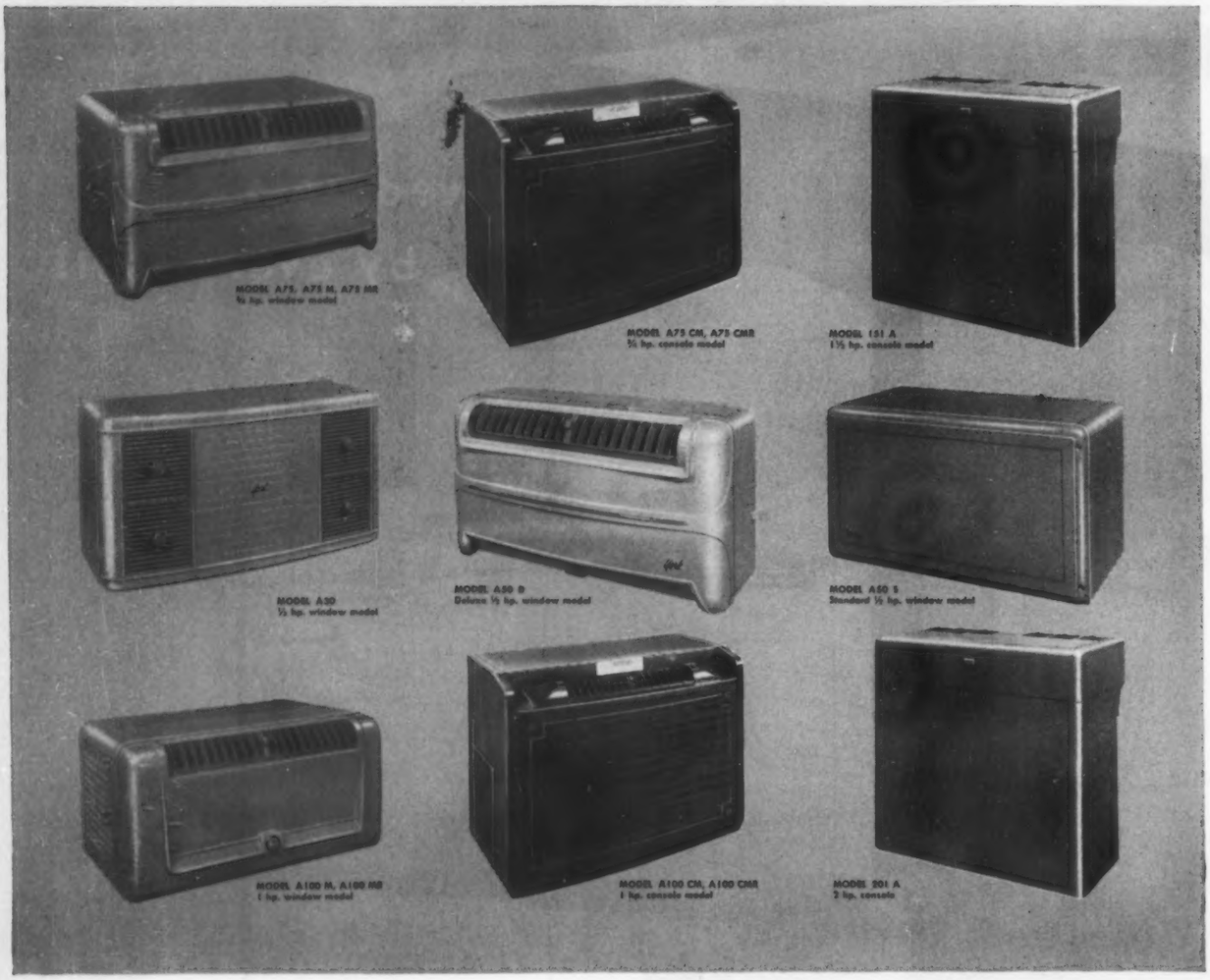
Amana is the world's largest exclusive manufacturer of food freezers and is expanding its facilities by 300% right now. By every authoritative test AMANA freezes more food faster and at less cost than any other freezer tested!

the most copied food freezer in America

AMANA REFRIGERATION, INC., AMANA 16, IOWA

IT'S GOOD
TO BE A YORK DEALER

York
SIGN OF SUCCESS



The York Dealer is BOUND to feel better, look better, be a better merchant.

He has the most complete line of room air conditioners in the field to meet the many different desires of a whole new group of prospects.

He has the secure feeling that he will *sell*—at full profit—every unit he buys.

Specifications and models subject to change without notice

He knows his distributor's organization, trained to the exacting York standards, will never let him down on service.

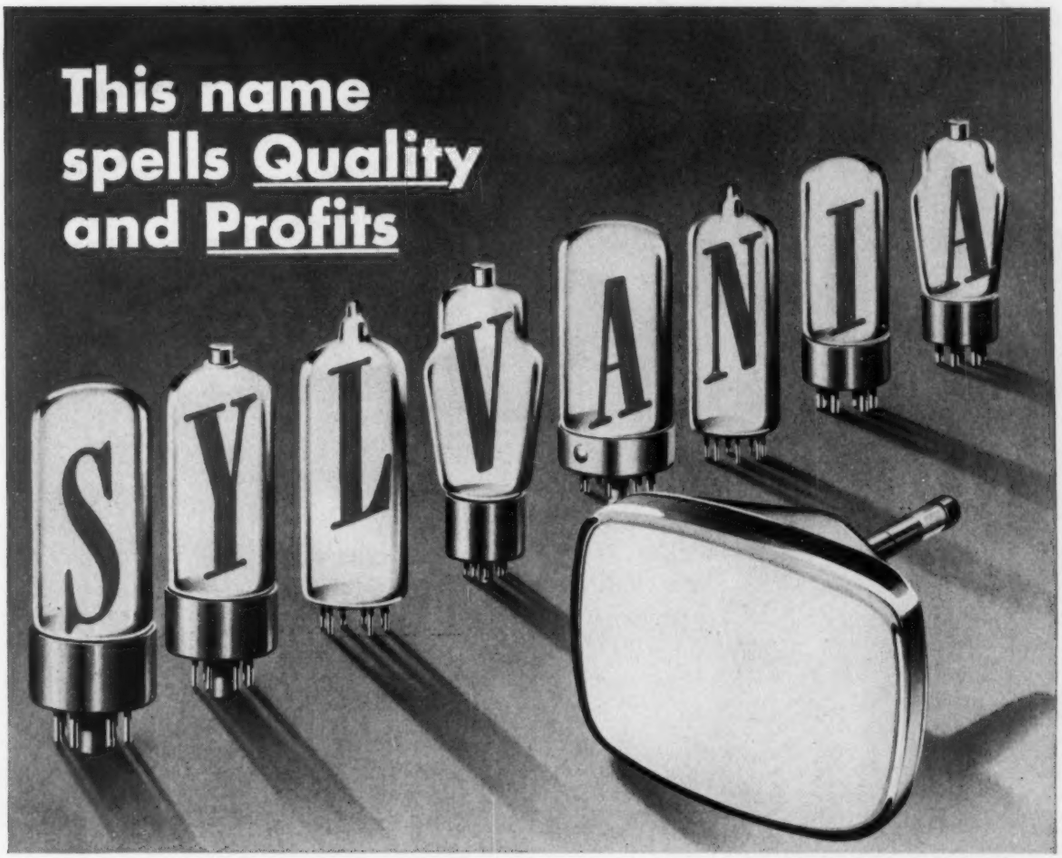
He can rely on his manufacturer for the right kind of sales-making promotion—and a continually expanding advertising program devoted exclusively to one field—mechanical cooling!

It's good to be a York Dealer in 1953.

York refrigeration air-conditioning

THE BIG ADVANCES COME FROM YORK

HEADQUARTERS FOR MECHANICAL COOLING . . . SINCE 1885



UNBEATABLE quality is built into every Sylvania product. Even beyond that, Sylvania quality goes back to its essential metals, chemicals, and materials.

Sylvania quality is fundamental

Sylvania grinds and formulates its own phosphors, and applies them by improved methods which assure maximum uniformity and fine picture-tube performance. Sylvania draws its own high-quality tungsten filaments and winds and tests its own coils.

Naturally, this far-reaching quality control results in an enviable nation-wide reputation. Today 7 of the top 10 television set makers use Sylvania Picture Tubes and Receiving Tubes. Naturally, too, Sylvania quality pays off in fewer call-backs, more satisfied customers . . . and *more profits for you.*

You'll find your friendly Sylvania Distributor a mighty high quality man to do business with, too. Call him today!

Be sure to install Sylvania Picture Tubes and Receiving Tubes in all the sets you service. Your customers know about Sylvania's fine quality and they'll appreciate your selection of Sylvania products for their sets.

SYLVANIA

Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y.

RADIO TUBES; TELEVISION PICTURE TUBES; ELECTRONIC PRODUCTS; ELECTRONIC TEST EQUIPMENT; FLUORESCENT LAMPS, FIXTURES, SIGN TUBING, WIRING DEVICES; LIGHT BULBS; PHOTOLAMPS; TELEVISION SETS

For Full Profit Sell the Crosley Full Line

Meet a Sales Sweetheart with



- Cools the air
- Ventilates the room
- Dehumidifies the air
- Circulates the air
- Filters the air
- Pumps out stale air, smoke and odors
- Keeps the room cleaner
- Muffles outside noises

MODEL ACE-75 D

¾ horsepower. For rooms up to 485 square feet. Automatically controlled by thermostat.

Here's another sweetheart—
Margaret Lindsay, who is helping you sell the full Crosley Line on that popular TV program, "What's My Name?", on the NBC Television Network.

a "MULTIMILLION-DOLLAR" Market

THE NEW

1953 CROSLEY ROOM AIR CONDITIONER!

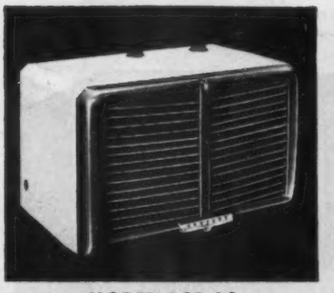
Remember when fans were your big Summer sellers? Dealers never seemed to have enough of them to go around. And, then again, last Summer many of you were unable to meet the tremendous demand for room air conditioners.

Be prepared for this year's "multimillion dollar" market with *enough* 1953 Crosley Room Air Conditioners! If this coming Summer is anything like last year's, you'll need every one you can get!

Here's why the '53 Crosley Room Air Conditioner will be the choice of homeowners, business and professional people for *their* Summer comfort:

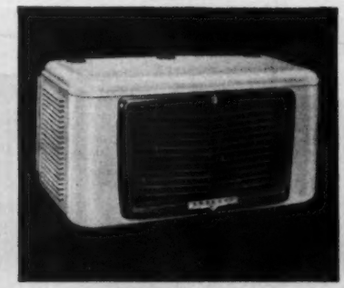
The Crosley does more than just cool the air. It keeps your customers in the Crosley Comfort Zone all year round. It cleans the air of dust, dirt and even pollen. It wrings the moisture from the air and circulates it without causing drafts. It whisks away smoke and cooking odors. It operates quietly and muffles outside noises. Easily and quickly installed, it provides weather-tight fit with no pipes, ducts or special connections.

Stake your claim in this new market! Stock the 1953 Crosley Room Air Conditioners! Take advantage of the big advertising and promotion plans that will be put behind this exciting new product this year!



MODEL ACE-33

⅓ horsepower—for rooms up to 230 square feet.



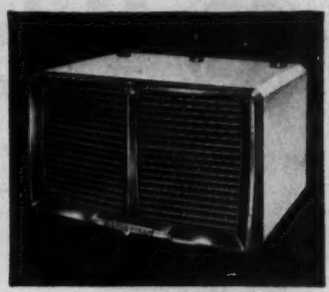
MODEL ACE-50

½ horsepower—for rooms up to 325 square feet—automatic thermostat control.



MODEL ACE-75 S

¾ horsepower—for rooms up to 485 square feet. Similar to ACE-75 D, except without thermostat.



MODEL ACE-100

1 horsepower—for rooms up to 600 square feet—automatic thermostat control.

CROSLEY

BETTER PRODUCTS FOR HAPPIER LIVING

Shelvador® Refrigerators • Shelvador® Freezers • Electric Ranges • Range and Refrigerator Pantries • Automatic Dishwashers • Electric Food Waste Disposers
Sinks • Steel Wall Cabinets • Steel Base Cabinets • Vinyl-on-Steel Continuous Counter Tops • Handy Accessories • Television • Radios • Room Air Conditioners

America's #1 CLOCK-RADIO brings you

AMERICA'S #1 TRAFFIC BUILDER!

AIR TRIP TO LONDON FOR CORONATION PROCESSION

THREE GLORIOUS DAYS IN PARIS

Plus...
WEEK END WITH FRED WARING IN NEW YORK

FREE! For first two winners and one companion each

100 WINNERS! NO OBLIGATION!

FIRST TWO WINNERS AND GUESTS: Air trip to London. Seats for Coronation Procession . . . entertainment. Three days in Paris. Two days in New York City . . . guests of Fred Waring . . . night clubs, top shows . . . G-E CLOCK-RADIO . . . complete set of luggage . . . $200 in cash for extras. **NEXT 98 WINNERS:** G-E Clock-Radio.

Contest subject to federal, state and local regulations.

CLOCK-RADIO
The World's Most Useful Radio!

G. E. rolls out the red carpet to your customers with the biggest traffic-building promotion in the radio industry. And to win that "trip of a lifetime"—or any of the big prizes—they will come to your store! So put America's #1 clock-radios in the "limelight" spots in your store right away. Call your General Electric radio distributor for full details and promotional material. Call him now!

G-E Clock-Radio Prices Start at $29.95*

**Prices subject to change without notice. Slightly higher West and South. General Electric Company, Receiver Department, Syracuse, N. Y.*



Model 546

You can put your confidence in—

GENERAL ELECTRIC

A-1 Promotion

THE NEW DUCHESS MODEL A1-O-1 CARRIES A SUGGESTED LIST OF ONLY

$69.95





. . . and 10 Duchess Step-ups Provide Greater Profits for Duchess Dealers

You need an A-D-V—a good one—in '53. Here it is! The Duchess Model A1-O-1 is full 8 lb. dry clothes capacity. A cobalt blue porcelain tub . . . Lovell wringer . . . high vane, 3-blade aluminum agitator . . . silent ball-bearing cast iron transmission and Duchess famous silent mesh, self-adjusting clutch are among its features. It's a tremendous value. *So is every Duchess in the 1953 line.*

From the A-D-V, ten easily demonstrated step-ups earn bigger profits for you. The Duchess is built to perform dependably for years—styled and priced to sell fast with GOOD profits in any competition.

THE Duchess CO.
FAIRFIELD, IOWA



SUMMER STARTS FEDDERS DEALERS



FEDDERS ELECTRIC DEHUMIDIFIER

'53 is going to be a bigger year than ever before for Fedders handy "Electric Sponge"! It's got more applications than any other appliance you can name (except a room air conditioner)...a huge unscratched market. And Fedders will help you get it with the biggest sales campaign ever devoted to dehumidifiers!

YOUR FEDDERS DEALER SAYS:

5 Year

GET AWAY FOREVER FROM HOT, MUGGY WEATHER!



★ Exclusive Built-In Weather Bureau!
★ Gives mountain-cool air!
★ Dehumidifies the air to mountain-freshness!
★ Filters dust, dirt, soot and pollen!

Fedders-Quigan Corporation,
Dept. L, Buffalo 7, N. Y.

APRIL 20th FOR

. . . with the BIGGEST ad . . . the strongest SELLING IDEA in Industry History !

LIFE APRIL 20th

GIVE YOURSELF A GUARANTEED

Vacation

Start now! $3 down, $3 a week – delivers you a Fedders Room Air Conditioner when hot weather hits!

YES, you can have a 5-Year Vacation from hot, muggy weather right in your own home! You can live in healthful mountain-cool air . . . sleep soundly on broiling summer nights . . . at a price you can easily afford. How? With a Fedders Room Air Conditioner!

Warranted for 5 years! Built to give cool comfort for a lifetime. Only $3 down, $3 a week delivers yours in time to beat next summer's heat!

It's a low, low price for the health protection Fedders—with its exclusive new Weather Bureau—gives you. High heat and humidity strain the heart, lower strength and wreck sleep. But no matter how hot and humid it is outside, Fedders will keep your living room, bedroom or office as cool and dry as a mountain resort!

After a long, hard day at work . . . or a shopping trip over hot streets, you step into fresh Fedders-cooled climate! Scorched nerves are soothed. Appetites pick up. It's so *easy* to relax!

Exclusive V-Type Evaporators give cooling power of 15 refrigerators—for less than the cost of one. Fedders removes excess moisture, gives you the climate doctors recommend.

Filters the air you breathe! Fedders catches dust, dirt and soot before it enters your room. Exclusive Twin Filters help give quick relief for hay fever and asthma. Your house will be cleaner, your housework easier. Curtains and slipcovers stay fresh longer. And because Fedders shuts your windows against heat and dirt, you get relief from outdoor noises, too!



Push a button for the exact climate you want with Fedders amazing new Built-In Weather Bureau !

The exact degree of coolness you want . . . year-round room ventilation and air exhaust . . . all with a flick of your finger. This is the ultimate in simple, flexible control and you get it only with a Fedders unit. *No muss, no fuss with a Fedders unit!* It sits on your windowsill, is installed quickly without building alterations, pipes or ducts. And it runs for pennies a day!

Start Now! Find the name of your nearest Fedders Room Air Conditioner dealer on the next page. Stop in and see him this weekend. See the beautiful 1953 Fedders line . . . try the amazing Built-In Weather Bureau. Remember, only $3 gives you membership in Fedders Guaranteed 5-Year Vacation Club. For cool comfort next summer, join today!

FEDDERS

COME IN AND JOIN THE FEDDERS 5 YEAR VACATION CLUB. NOW!



Work cool and crisp on the hottest, muggiest days . . . with a handsome Fedders Room Air Conditioner in your office window!



Wake refreshed after a sound night's sleep! Choose your beautifully styled Fedders in Breeze Green *—(1953's Smartest Color)* or Rich Ivory.



There's a Fedders Room Air Conditioner—with exclusive Built-In Weather Bureau for every room. See the '53 models today at your Fedders dealer.

FEDDERS

WHEN the April 20th issue of LIFE hits the stands, it's going to start a tropical heat wave for Fedders Room Air Conditioner Dealers! The 2-page spread shown at left is just a *part* of Fedders 3-page-plus LIFE ad . . . biggest, most expensive ever run in the industry . . . but take a look at it and you'll see why it's going to bring in customers way ahead of the normal season.

It's got the STOPPING POWER of an elephant gun . . . is there *anybody* who doesn't want a 5-year vacation from hot, muggy weather? It's got PRICE APPEAL . . . without any cut-price, cut-profit shenanigans. It presents the most exciting DEMONSTRATION FEATURE ever offered on a room unit . . . *Fedders Built-In Weather Bureau* . . . "The weather you want at the flick of a button!" *And* this history-making Fedders ad is going to tell people where to buy. The third page in LIFE lists over 1000 of Fedders hardest-selling dealers. With a sharp off-season selling hook like this, no wonder summer starts April 20th for Fedders dealers! Are you selling Fedders? If not, better hurry . . . tie-in . . . don't let easy profits pass you by. Call your distributor right away or write Fedders-Quigan Corp., Dept. EM-3, Buffalo 7, N. Y.



ON A TYPICAL CALL TO THIS LEHIGHTON, PA. STORE, GRAYBAR SALESMAN, JACK SHERWIN, HELPS SET UP AND LOCATE A NEW DISPLAY FOR THE OWNERS

YOU GET REAL BEHIND-THE-COUNTER SELLING HELP ...via GRAYBAR

say: MR. AND MRS. STANFORD KERN

OWNERS: Q. U. Lesher Appliance Store, Lehighton, Pa.



Naomi and Stanford Kern . . . this unique husband and wife team started off in 1947 as Graybar customers. With wide retail background, Mrs. Kern is a keen buyer and handles details of store operation. Mr. Kern, an Army veteran, manages all of the service and installation work. Their business is rated as one of the best retail outlets in the area.

"We operate just this one store. When we run into problems of store arrangement, or sales promotion, or counter display we don't have a dozen other stores to check for experience.

"That's when we particularly like to talk things over with a Graybar Salesman. He gets around. He knows the lines and items that are selling best in a dozen other towns. He'll take off his coat and give us a hand with anything we need. And from the time he sticks his head in that front door, there's only one thing he's interested in: how to help us step up our sales. We like doing business with Graybar because they're people we can talk things over with."



. . . he checks stocks and merchandising tie-ins with Mrs. Kern



. . . he delivers a service part urgently needed by Mr. Kern

Your Customers **WANT** *the popular appliances...*

recommended by GraybaR

IN OVER 100 PRINCIPAL CITIES

GRAYBAR ELECTRIC CO., INC.
Executive Offices:
Graybar Building, 420 Lexington, Ave., New York 17, N. Y.

326-63

AS A RESULT OF YOUR CALL

The show goes on...



YOU'VE just finished a routine call. Just a few adjustments . . . a couple of tubes . . . and the set works as good as new. Nice the way folks smile appreciatively when you bring that missing picture back to their screen.

Now you've got yourself another steady customer. You know they'll remember you . . . and recommend you to their friends . . . because they're enjoying the finest picture their set can produce. And the RCA Tubes you installed will continue to provide them with long, faithful service. The superior quality of RCA Tubes and Kinescopes is your best measure of protection against the costliness and inconvenience of premature tube failures. It's good to know you can service a receiver . . . and forget about call-backs.

Safeguarding your reputation is a vital, everyday service of RCA Tubes. And that service is yours at no extra charge.



RCA **RADIO CORPORATION of AMERICA**
ELECTRON TUBES HARRISON, N.J.

A promotion formula any up-to-date



The GOOD HOUSEKEEPING promotion of housewares and appliances, recently run by *Modern Hardware & Appliances, Temple, Texas*, is one that any alert retailer can successfully duplicate. No special buying is involved, since the event is based on brands which are well represented in all good hardware store stocks. The big *plus* of the promotion is the fact that these brands are backed by the *Guaranty Seal*, which covers all products advertised in GOOD HOUSEKEEPING.

For details on how you can run a Good Housekeeping Promotion like this, write our Merchandising Department.

139 Guaranteed Items were listed in the full-page "Round-Up" ad which launched the promotion. Any brands backed by the Good Housekeeping Guaranty Seal may be featured like this in retail advertising.





Laboratory Photographs, from Good Housekeeping Institute, were used in displays, to dramatize the care with which GOOD HOUSEKEEPING protects the integrity of its Guaranty. Such displays will help build customer confidence in your store.

retailer can adopt with profit





The Guaranty Seal was prominently featured in windows and throughout the store, in conjunction with products advertised in GOOD HOUSEKEEPING. Similar displays may be used by *any* store with *any* products that carry the Seal.



Radio Spot Announcements, used by the store during the ten-day promotion, consistently featured items backed by the Guaranty Seal. If you use radio advertising, you can make it more effective by featuring GOOD HOUSEKEEPING guaranteed products.



"Successful," reports Robert H. Stavinoha, owner and operator, *Modern Hardware & Appliances.* "Not only from an institutional advertising viewpoint, but also in additional sales. We feel the benefits of this promotion will be felt for many months and hope to make it an annual event."

proof again



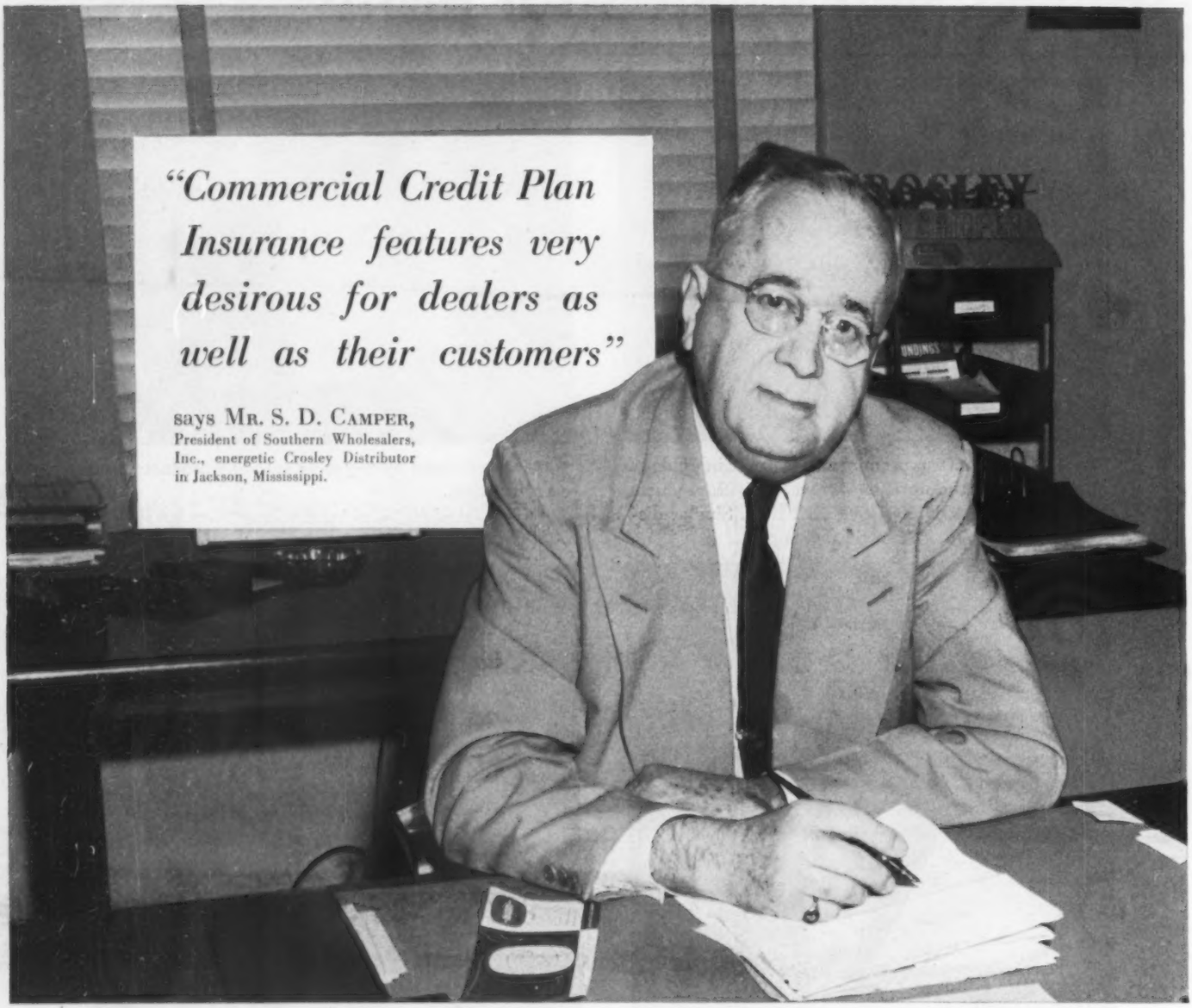
GOOD HOUSEKEEPING *sells goods*

35¢ per copy

THE HOMEMAKERS' BUREAU OF STANDARDS
57th STREET AT 8th AVENUE, NEW YORK 19, N. Y.

10,650,000
~~9,971,000~~
readership

Women know—the product that has it, earns it.



IN THE SHORT space of 8 years, Southern Wholesalers, Inc. have managed to penetrate and blanket the greater portion of Mississippi and Northeastern Louisiana with their complete line of Crosley appliances. When asked to comment on the merits of the COMMERCIAL CREDIT PLAN, Mr. Camper's reply included this statement:

"*We have used the* COMMERCIAL CREDIT PLAN *for seven years. And in working closely with approximately 100 dealers, we have found that automatic insurance coverage and the life insurance feature are very desirous on the part of our dealers and their retail customers. One of the most helpful features is the assistance* COMMERCIAL CREDIT'S *local offices extend.*"

These same important benefits are available to *all* COMMERCIAL CREDIT PLAN dealers. So take a tip from Mr. S. D. Camper and make the COMMERCIAL CREDIT PLAN your time payment plan. Then you, too, can rely on COMMERCIAL CREDIT'S *complete* wholesale and retail "packages," *speedy* credit approvals, *sympathetic* collections and protection for your working capital. Let this famous Plan —used for nearly 3 *billion* dollars of financing in 1952 by industries and consumers—help build good will, sales and profits for you.

Your distributor will gladly furnish you with a copy of our message, "Buy and Sell with Sound Financing," or phone your nearest COMMERCIAL CREDIT office.

More appliance dealers use Commercial Credit financing than any other national plan

COMMERCIAL CREDIT PLAN

COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of Commercial Credit Company, Baltimore ... Capital and Surplus over $125,000,000 ... offices in principal cities of the United States and Canada.



Women will **WANT** *this ...and* **BUY** *it... from* **YOU!**

• What luxury! What beauty! What convenience! Women, *every* woman, will want these things in the kitchen, the home! Here's the whole story of Inland "Magic Touch" Ice Cube Trays. It's told, almost at a glance, in the advertisement shown at the right.

There will be a series of these advertisements in The Saturday Evening Post. *Each* will appear during the best refrigerator sales season. *Each* will be in full, true-to-life, *compelling* color! *Each* will tell the whole sales story. *Each* will reach your customers, your prospects, creating strong demand. *Each* will help YOU!

See the next page for another Inland Ice Tray advertisement, also to appear in the Post . . . and to learn how YOU can use it to get the MOST in SALES RESULTS!

ICE CUBES! *Easier! Faster!*





And gay colors in INLAND TRAYS!

THERE'S NOTHING LIKE IT, really! There's no other way to get ice cubes . . . one, two, or a trayful . . . with the instant convenience of the Inland "Magic Touch" Ice Tray!

Lift! Tilt! And there you are . . . all the ice cubes you need, each one dry, free, supported by the grid. Slip two or more out . . . and leave the rest for later. It's actually that easy . . . that convenient!

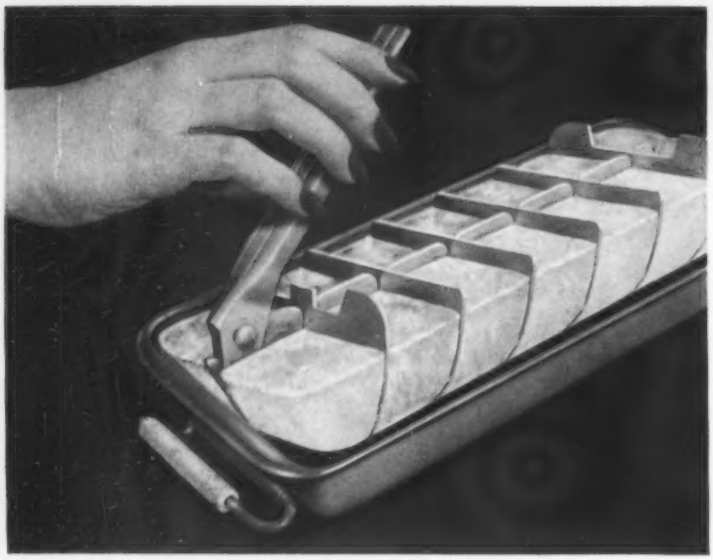
Inland "Magic Touch" Ice Trays are made in alluring colors now . . . blue or gold, as well as aluminum, to suit your fancy . . . a gay note in kitchen decor! Get them at your dealers, to replace the outmoded trays in your present refrigerator. *And when you buy a new refrigerator . . . for the ultimate in ice cube convenience, be sure it is equipped with Inland "Magic Touch" Trays. Just ask your dealer for them.*

• • •

INLAND MANUFACTURING DIV.
General Motors Corporation, Dayton, Ohio

INLAND MANUFACTURING *"Magic Touch"*

ICE CUBE TRAYS



Now! INLAND TRAYS in Gay Colors!



give ICE CUBES easier, faster!

WANT ONE, TWO, or a whole trayful of big, sparkling ice cubes? Get them the new, easier, faster way. Enjoy the instant convenience of Inland "Magic Touch" Ice Trays!

Lift! Tilt! There's a row of perfect ice cubes, all free and dry, each supported by the grid. Take what you need, and let the grid drop into the tray, for later supply. Such wonderful convenience!

Inland "Magic Touch" Ice Trays are made in alluring colors now . . . blue or gold, as well as aluminum, to suit your fancy . . . a gay note in kitchen decor! Get them at your dealers, to replace the outmoded trays in your present refrigerator. *And when you buy a new refrigerator . . . for the ultimate in ice cube convenience, be sure it is equipped with Inland "Magic Touch" Trays. Just ask your dealer for them.*

• • •

INLAND MANUFACTURING DIV.
General Motors Corporation, Dayton, Ohio

INLAND MANUFACTURING "Magic Touch"
ICE CUBE TRAYS



*It's so **easy** to **demonstrate** this luxury to your customers*

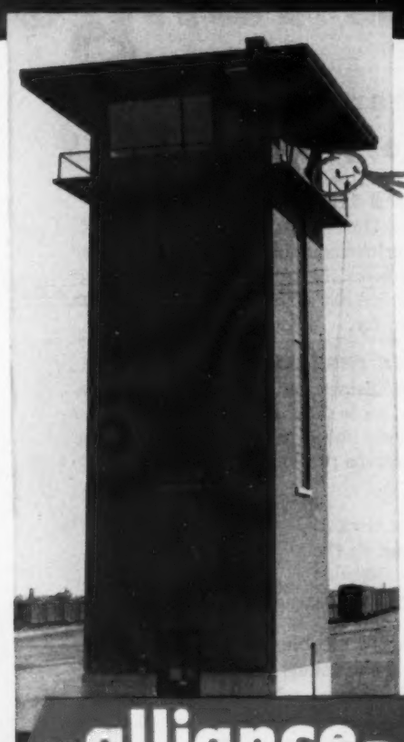
COLOR! **The minute you open the door of a refrigerator, your prospect will see it. And when you slip out a tray for demonstration, she'll be *entranced* by the lustrous, alluring *blue*, or the softly gleaming *gold!* She *wants* color, especially in her kitchen. She *wants* colors like these!**

LIFT! TILT! **There *couldn't* be a more *complete* demonstration of *any* product! You simply place an ice-filled Inland Tray before your prospect . . . LIFT the lever . . . and TILT the grid! There it is . . . unmatched, unique . . . PERFECT ice cube convenience . . . and possible ONLY with Inland Trays!**

Sell Inland Trays as REPLACEMENTS for present trays that are outmoded, battered, inconvenient at best! And be SURE that your NEW refrigerators come equipped with Inland Trays. You CAN have them!

ACCURACY, DEPENDABILITY, ALL-WEATHER OPERATION ..ALLIANCE TENNA-ROTOR VITAL KEY IN RAILROAD TV





Yardmaster now "watches" cars from desk as ALLIANCE TENNA-ROTOR turns TV camera!

Alliance TENNA-ROTOR is "working on the railroad!"

Railroad yardmasters in the Baltimore & Ohio Chicago yards now speed their work. They use *television* to direct freight cars over the maze of switches and tracks. Small TV cameras mounted on Alliance TENNA-ROTORS rotate to scan any section of the yard. Yardmasters operate the control and observe the yard movements on the TV monitor screen, right at their desks!

Hundreds of thousands of TV viewers rely on Alliance TENNA-ROTOR's accuracy

New UHF stations are highly directional! Channels are changing on many stations . . . this makes many 'stay-put', single channel antennas obsolete! For accurate "on-the-beam" reception . . . UHF and VHF, Alliance Tenna-Rotor is the number one TV accessory!

Advertised on 60 TV stations. It pays to push the line that's pre-sold!



alliance
TENNA-ROTOR
TELEVISION ANTENNA ROTATOR

ALLIANCE MANUFACTURING CO. • ALLIANCE, OHIO

. . . sold the MOST because it's seen the MOST!

What's **really new** in major appliances?

The makers of

Universal gas ranges

present the revolutionary combination

dishwasher-in-a-range!

An exciting new idea in kitchen space-saving with a double profit on every single sale!

REMEMBER THE WHEEL-ABOUT
Conceived by Universal, who introduced the fast-selling Wheel-about kitchen cart that fits in a range. Enthusiastic buyers suggested we also incorporate a dishwasher into the range. We have now answered their demands.

TWO FAMOUS NAMES
Combines the popular James Dishwasher and a Universal Gas Range in one compact, space-saving unit. Double the selling appeal of any other range on the market!

AMERICA'S LEADING GAS RANGE
The range is Universal's completely automatic famous Marlboro model with all the exclusive cooking features of Universal Gas Ranges *plus* an automatic dishwasher that every housewife has yearned for.

NO EXTRA INSTALLATION
The James Dishwasher is automatic, mobile. Absolutely no installation costs, no fuss, no bother. When not in use, it wheels into the range, conserves precious kitchen space.

BIG PROMOTION PLANS
The dishwasher-in-a-range will be backed with a merchandising plan as unique as the appliance itself. The most profitable double deal in the entire appliance industry.

There's never been any appliance like the dishwasher-in-a-range. Its sales possibilities now and in the years ahead are unlimited because it solves every family's two chores of cooking *and* dishwashing. We urge you to get all the profit-making facts now. Learn for yourself why we can set up the most profitable deal in the industry. With the dishwasher as a sure-fire attention getter, you have a dramatic way to open up the huge replacement market for ranges in your locality. Phone, wire or write today for full particulars without obligation.

CRIBBEN & SEXTON CO. • 700 N. SACRAMENTO BLVD. • CHICAGO 12, ILL.



another

automatic

Universal

gas range

first!

The dishwasher-in-a-range model is only one of Universal's complete 1953 balanced line of gas ranges.

FASCO PACKS BIGGER PROFITS INTO Summer Selling



THERE'S NO TRICK to making fan sales your big volume business this summer. Just cash in on Fasco's built-in buy appeal. Every model offers more features and greater value, regardless of price. Precision engineering, rugged construction and outstanding performance of all Fasco fans guarantee your customers *more* for the money. They sell for less—that means volume! Yet, margins are higher for even greater profits. Clinch more sales—satisfy more customers. Stock Fasco right now . . . there's no finer name in fans.

FASCO FAN FEATURES SELL ON SIGHT

- **NEW 5-YEAR GUARANTEE.** Unconditional guarantee against electrical and mechanical defects on all deluxe models.
- **NEW IMPROVED MOTOR EFFICIENCIES.** Absolutely no radio, TV interference.
- **OSCILLATING MECHANISMS TOTALLY ENCLOSED.** All gears and works permanently protected.
- **NEW MODERN STYLING** in cool blue-grey finish. Improved guard and distinctive plastic nameplate.
- **ALL ALUMINUM BLADES.** Design and pitch balanced to motor out-put for maximum air delivery, quieter operation.
- **3-SPEED CONTROLS.** All deluxe models feature complete control of air delivery.
- **COMPLETE RANGE OF MODELS.** 10 and 12-inch standard oscillators, 12 and 16-inch deluxe oscillators, 16-inch pedestal oscillator, and 12-inch floor fan.

Get all the facts on the complete Fasco line. Write today.

FASCO INDUSTRIES, INC.

1433 AUGUSTA STREET
ROCHESTER 2, NEW YORK

DuMont Television

pays bigger profits because...



- NOW EVERYONE CAN AFFORD DU MONT!
- DU MONT DEALER DISCOUNTS ARE MORE COMPETITIVE THAN EVER!
- DU MONT HAS THE HOTTEST LINE ON THE MARKET!

"ROCKY KING, DETECTIVE" AS SEEN ON THE DU MONT TELEVISION NETWORK



Du Mont MILFORD

21-inch model at lowest price ever! Features optional matching base at slight added cost. **$279.95**

"THE PAUL DIXON SHOW" AS SEEN ON THE DU MONT TELEVISION NETWORK



Du Mont BEVERLY

21-inch model with exclusive DU-MONITOR* for automatic picture adjustment—a feature of every Du Mont. **$349.95**

B. E. SHAW, OF BROOKFIELD RADIO AND APPLIANCE, SAYS:

"The name Du Mont has meant ready acceptance, easy sales and satisfied customers. The reputation I have established in handling this quality line has resulted in increased television business and profits for me."

B.E. Shaw
Brookfield Radio & Appliance Service
8836 Ogden Avenue
Brookfield, Illinois

A SELECTIVE DU MONT DEALER FRANCHISE IS MORE VALUABLE THAN EVER TODAY

WRITE, WIRE OR PHONE YOUR DU MONT DISTRIBUTOR FOR FULL DETAILS, OR WRITE TO: Allen B. Du Mont Laboratories, Inc., Television Receiver Division, East Paterson, New Jersey

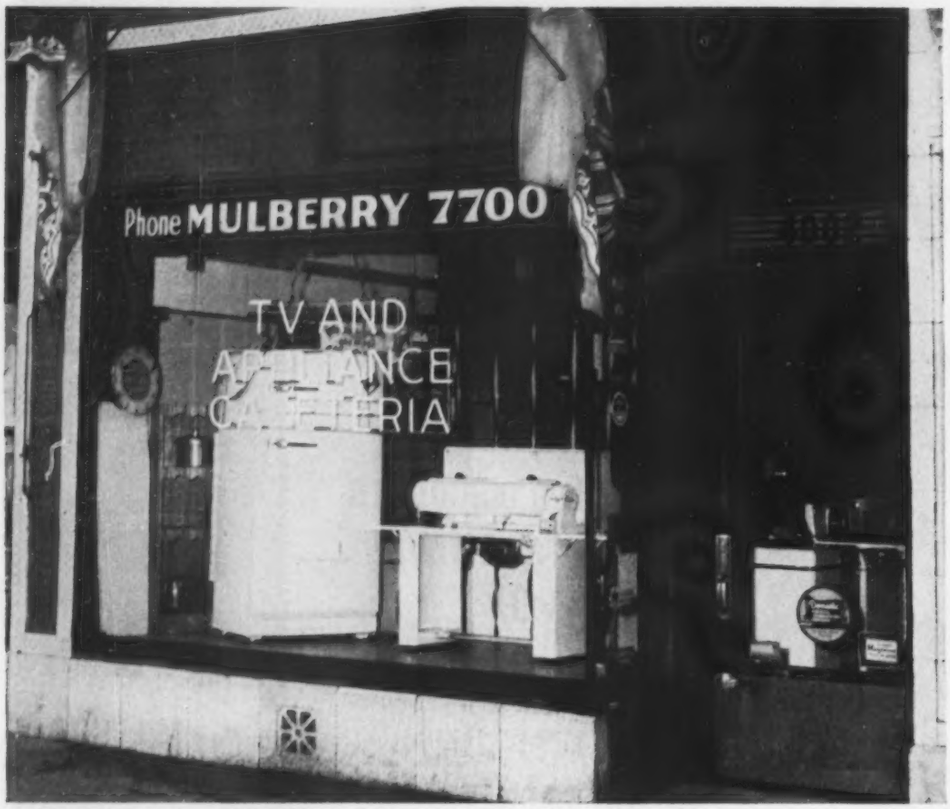
Canadian Affiliate: Canadian Aviation Electronics Ltd., Montreal, Canada

Now your customers can afford DU MONT QUALITY TELEVISION ...from $199.95**

First with the Finest in Television and Service

***Prices include full-year picture tube warranty, Federal Excise Tax. Prices slightly higher in South and West, subject to change.*

*Trade Mark



Roy Baumann's TV & Appliance Cafeteria, 4002 W. Irving Park Rd., Chicago



Roy Baumann

He sells appliances cafeteria style!

One productive idea after another has built a $500,000.00-a-year appliance business for Roy Baumann, who got started on a $200 loan

YOU won't find customers carrying trays at Roy Baumann's TV & Appliance Cafeteria, but the principle is the same. Without waiting you can see, price and buy over the counter any item in any line carried by the store.

Like most appliance dealers, Roy hasn't enough floor space to display every model of every line he sells. So he has devised the next best thing. Arranged cafeteria-style along a counter are catalogs, pictures, price lists and "spec" sheets for every appliance he has or can get. The material is carefully classified for easy reference by shoppers and, according to Roy, it results in far fewer lost customers.

Fresh ideas like this are the rule at 4002 W. Irving Park Rd., Chicago, where Roy Baumann now sells $500,000.00 worth of appliances per year because he once borrowed $200 to go into business.

The cafeteria idea grew out of Roy's conviction that a dealer's first chance to sell a prospect generally is his only chance. "When a prospect is interested enough to come into the store," he says, "he's interested enough to buy. Our cafeteria set-up helps to keep customers from walking out when a certain item happens to be out of stock.

"With competition what it is, you can figure that a prospect who leaves without buying will be nailed for sure by some other dealer before he gets back. So we always shoot for a sale on the first visit.

"Getting the salesmen to go all out on the first try is the least of my problems. I pay them a salary, but they also get a commission on every sale they make, based on the amount of profit involved for the store. That way, they feel that they're in business for themselves."

Likes big earnings for salesmen

Roy likes salesmen who like to earn money in large quantities. He believes that much of his success is due to letting his salesmen earn good money for good work. Here, for example, is the percentage scale he uses in figuring salesmen's monthly commissions on Magnavox television sets: The salesman gets a 5% commission on the first set he sells, 6½% on the second, 7½% on the third, 8½% on the fourth and 10% on the fifth thru the ninth sales. If he can sell 10 or more sets in a month, his commission goes up to 11% on all 10 sets sold.

"I think some dealers make a serious mistake on their incentive plans," Roy says. "When the salesmen start making more money than the dealer expected them to make, their commissions are cut or their territories divided up. Dealers who follow this practice invariably lose their good men, often to competitors, and they lose money breaking in new men. When I set up an incentive plan, I stick to it. If my salesmen can double their sales volume, I'm more than happy to pay them twice as much as I thought they could earn.

"As to actual selling methods, here are some points

we emphasize. Spend as much time as necessary to get the order—and then bow out. If a prospect hesitates to buy, we try to find out why. Then we tackle his objections, one by one. If necessary, we even drive him home to get a down payment. But once we get the order, we stop talking fast. That's important. I've seen many a sale go sour because the salesman talked too long.

"In our meetings, I tell the salesmen to imagine that every prospect is carrying a sign which reads, 'Make me feel important.' I believe that the ability to give customers that feeling of personal importance is the first qualification of a successful salesman. A man who doesn't have that ability doesn't get serious attention to his sales story."

More ideas

A few years ago, Roy got an idea that people who buy appliances should be good prospects for homes. So he went back to school to study the real estate business. He obtained a real estate broker's license in 1951 and set up an office in connection with the appliance store.

The combination has proved very practical and workable, he reports. The appliance clientele provides a ready-made prospect list for real estate sales and new listings. And his real estate customers are better-than-average appliance prospects.

Another of Roy's ideas turned a headache into an effective good will builder. The headache was the installation of parking meters along the street in front of the store. Some of the neighborhood merchants feared that the meters might keep customers away.

Roy figured out a way to take advantage of the situation. He keeps a large bottle filled with pennies in the store just for his prospects to use in parking meters. "Whether they accept the pennies or not," Roy says, "the offer sticks in their minds. It's a very inexpensive way to make friends for the business.

"Ideas of this sort are very helpful to us. But far more important, in my opinion, are honesty and a sincere concern for the other fellow's well-being. These are the qualities that win people's confidence and make it possible for us to enjoy our success."

This philosophy has guided Roy for more than 26 years in the radio and appliance business. At the age of 21, he was forced to give up a good job with a building contractor and spend many months in a New Mexico sanitarium for his health. "I had plenty of time to think during those months," he recalls. "I came to the most important decision of my life. I stopped living for 'self' and made the Lord my silent partner. Putting Him first has been, and is, my way of life—in and out of business.

Shoestring start

"When I came back to Chicago, my savings were gone and I owed money. I had taught myself how to build radios while in the sanitarium, so I decided to build them for sale. But by this time, 1926, you could buy them to sell cheaper than you could build them.

"I managed to borrow $200 more to buy three Sparton radios. I put them on display in the bay window of my mother's dining room. It took 30 days to sell the first one, but after that I was in business. I turned my bedroom into an office and when my sister got married, her bedroom became my repair shop. Later on, I converted the basement into a display room.

"When I moved the business out of the house in 1934, I was grossing $52,000 a year and making annual profits of about $5,700, which was a lot of money in those days."

Today, Roy employs seven office and sales people. A six-man organization handles all of his service work on a contract basis. And even though he now heads up a half-million dollar a year organization, he devotes many non-profit hours to outside projects.

He has served as president of the Chicagoland Youth for Christ group for two years. Currently, he is treasurer of the Pacific Garden Mission and Service Men's Center. He also is the founder of a new Chicago appliance dealer organization which already has some 60 members, the Independent Reliable Merchants Association. IRMA dealers plan to cooperate in their buying and advertising in order to more effectively bring the business into members' neighborhood stores.

Advertising idea

Quick to recognize a good idea, Roy has for several years placed a large share of his advertising expenditures in the Chicago Tribune under that newspaper's unique Selective Area advertising plan. This plan gives his store featured listing in big-space product ads circulated with the northwest neighborhood section of the Sunday Tribune.

In each of the paper's five neighborhood sections, Selective Area ads list a different group of widely separated dealers. Thus, Roy's store gets virtually the full benefit of the ad in the immediate trading area. Yet, Roy's part of the cost is remarkably low because the advertising is paid for jointly by the manufacturer and distributor of the advertised line and by participating dealers in all five Tribune neighborhood zones.

On Sundays, Roy's ads appear in more than 195,000 copies of the Tribune, all circulated in the northwest section of Chicago and suburbs. He reaches better than seven out of ten families living in this area.

How he checks on pulling power

"I consistently get my best returns from advertising placed in the Tribune," Roy reports. "Being in the real estate business as well as appliances, I'm in a good spot to check on the pulling power of advertising media. Results from real estate want ads are easy to trace. And the results I get from Tribune want ads are so far superior that I now use the Tribune exclusively for real estate advertising.

"Since the Tribune's Selective Area plan is so popular with appliance manufacturers, I can afford to use this same pulling power regularly to sell my top appliance lines to my best prospects.

"Response from my Selective Area participations with Frigidaire, Westinghouse and several others has been more than satisfactory."



Roy (seated) and store mgr. C. E. Conway talk over merchandising plans in connection with one of their Selective Area ads in the Chicago Tribune's northwest neighborhood section.

MANUFACTURERS:

Your sales opportunities in Chicago are among the most attractive in the nation. You reach the people who buy the bulk of the hardlines merchandise sold here when you advertise in the Chicago Tribune. And you get the greater neighborhood impact that gets dealers solidly behind your line when you build your Chicago promotion around the Tribune's Selective Area plan.

Dealers push the lines their customers want to buy. They push your line when your advertising benefits them directly in their own neighborhoods and in their own stores.

Your Selective Area campaign benefits the dealer more directly because: (1) It places your sales story before his biggest and best audience of prospects. (2) It brings more of these pre-sold prospects into his store.

Dealers are sold on the Selective Area plan. They know it works. Nothing else offers them so much advertising power per dollar. At costs they can afford to pay, they get big-space, often full-page, advertising over their own names in Chicago's No. 1 hardlines medium, with little or no competition for the benefits of the advertising.

The record is plain. Because Selective Area does the job better in Chicago, appliance dealers, distributors and manufacturers already have invested in this plan more than $2,500,000.00.

Selective Area advertising can help you sell more with greater economy in the important Chicago market because it helps your dealers sell your line in their own neighborhood markets. A Chicago Tribune advertising representative will be glad to bring you full details. Call him today.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

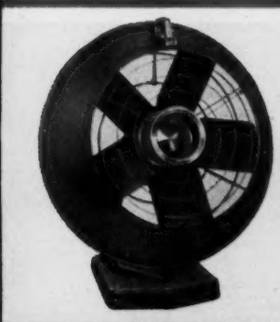
ADVERTISING SALES REPRESENTATIVES

Chicago	New York City	Detroit	San Francisco	Los Angeles
A. W. Dreier	E. P. Struhsacker	W. E. Bater	Fitzpatrick & Chamberlin	Fitzpatrick & Chamberlin
1333 Tribune Tower	220 E. 42nd St.	Penobscot Bldg.	155 Montgomery St.	1127 Wilshire Blvd.
SUperior 7-0100	MUrray Hill 2-3033	WOodward 2-8422	GArfield 1-7946	Michigan 0259

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.


Tracy KITCHENS
DEALER'S TACK BOARD
Tracy breaks powerful '53 MAGAZINE ADVERTISING in March
AMERICAN HOME
Better Homes
Better Living
GOOD HOUSEKEEPING
28,627,980
ABLE-TO-BUY AUDIENCE
Parents
HOMES
strongest selling drive ever put back of STAINLESS STEEL KITCHENS
this means PROFITS for you... SO GET IN TOUCH
I'm telling our Tracy story!-
Tracy KITCHENS
EDGEWATER STEEL CO.
P.O. BOX 1137 PITTSBURGH 30, PA.

every season is selling season for Mimar Dynafans



MP 525 HV
High Velocity Dynafan

High value as well as high velocity. This moderately priced fan includes the new aerodynamic five-fin, all-steel blade in 10", 12" and 16" sizes, in specially designed housing for efficient cooling or ventilation. Powered for continuous duty. Moves 3850 cu. ft. per minute. Ideal for residences, offices, factories. Height 23¼"; width 21"; depth 13¼".

MP 212 A
DeLuxe Fan-Heater Combination

Portable, powerful packaged ventilation. Beautifully styled. 15 7/16" high, 7" deep, 14¼" wide. Ideal for smaller rooms or hard to heat or cool corners. 350 cubic feet per minute. Fully protected. Tiltable.



MP 211
Radiant Fan Forced Heater

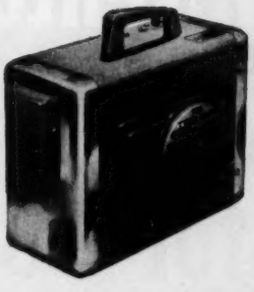
Heats—cools—ventilates! Completely portable to cool a hot spot—dry out a damp corner—warm a chilly room. Typical Dynafan Comfort Control at your fingertips—wherever you want it. 13" high, 10" wide, 9" deep.





MP 300
Fan-Heater

Versatile—cools, heats, ventilates—perfect for year-'round use. 16" high, 8" deep, 14½" wide. For pleasant, comfortable cooling a 10" fan blade delivers 1040 cubic feet per minute—for perfect heating comfort delivers 500 cubic feet per minute—uses 1600 watts.



MP 25
The Mighty Mite on your Sales Sheets!
Mimarvel Hair Dryer

Heater, Dryer, Cooler. Completely versatile. Tiltable, portable—and the fastest seller in any fan line.

MP 525 HV
High Velocity, Pedestal Dynafan

New, large capacity, low-priced, sensation in the fan field. The new aerodynamic five-fin, all-steel blade in a specially designed housing delivers 3850 cubic feet of air per minute! This is the equivalent of the ordinary 24" fan. Powered for constant, large area cooling, the MP 525 is ideal for restaurants, stores, factories, schools and churches. Adjustable from sixty to eighty-four inches in height, practically tip proof.



Ask for a demonstration

Contact Mimar for all details

With a complete line of versatile, Comfort Control Dynafans to choose from, no customer walks out without one. Designed for home or industrial use the year round, these sensational Dynafans move more air faster—whether the user wants to cool, warm or ventilate any part of his home or business—from basement to attic.

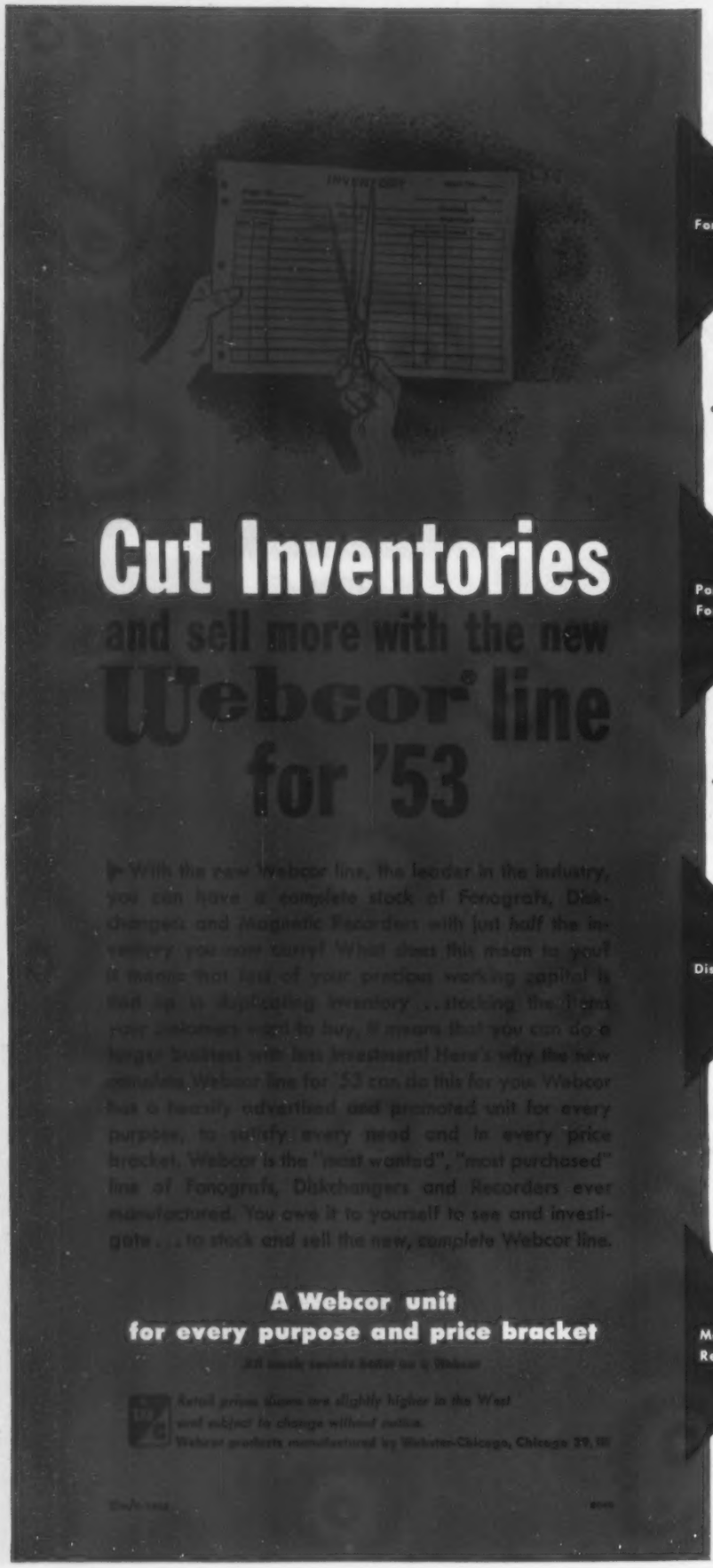
Dynafans' *high velocity* means moving huge amounts of air in minutes—quietly, continuously and efficiently. Completely portable, attractive in appearance, they blend into any background, require no installation.

Dynafans are versatile. There's one for every purpose—and some for all purposes—from small rooms to large stores, with capacities from 2500 to 3850 cubic feet per minute.

MIMAR PRODUCTS, INC.

BROOKLYN 5, NEW YORK

BRANCHES: EL MONTE, CAL.—CHICAGO, ILL.


Cut Inventories
and sell more with the new
Webcor® line
for '53
With the new Webcor line, the leader in the industry, you can have a complete stock of Fonografs, Diskchangers and Magnetic Recorders with just half the inventory you now carry! What does this mean to you? It means that lots of your precious working capital is tied up in duplicating inventory . . . stocking the items your customers used to buy. It means that you can do a bigger business with less investment! Here's why the new complete Webcor line for '53 can do this for you: Webcor has a heavily advertised and promoted unit for every purpose, to satisfy every need and in every price bracket. Webcor is the "most wanted", "most purchased" line of Fonografs, Diskchangers and Recorders ever manufactured. You owe it to yourself to see and investigate . . . to stock and sell the new, complete Webcor line.
A Webcor unit
for every purpose and price bracket
Retail prices shown are slightly higher in the West and subject to change without notice.
Webcor products manufactured by Webster-Chicago, Chicago 39, Ill.
Fonografs
Webcor "Jubilee"—model 123
Automatic 3-speed fono for any room. Forest green or all burgundy available. UL approved. $6350
Portable Fonografs
Webcor "Holiday"—model 124
Automatic 3-speed portable fono. Beautiful luggage-type case of forest green or burgundy. UL approved. $8750
Diskchangers
Webcor "121"
Automatic 3-speed for modernizing outdated combinations. Comes in forest green and gray or all burgundy. $4950. "121-270" equipped with G. E. Cartridge. $5175
Magnetic Recorders
Webcor "210" Tape Recorder
Up to two hours on one reel without reel turnover. Two speeds in both directions. Automatic stops. Burgundy luggage-type case. UL approved. $19750



Webcor "Authentic"—model 129

Automatic 3-speed "push-off" fono for high-fidelity music in the home. Available in Khaya mahogany—$168.50 or antique fruitwood—$178.50. UL approved.



Webcor "Decorator"—model 122

Automatic 3-speed plugs into radio, television or amplifier. Available in forest green and gray or all burgundy. UL approved. $53.75



Webcor "Catalina"—model 127 HF

Automatic 3-speed "push-off" fono plugs into radio, television or amplifier. Russet and cream or all burgundy available. $61.50. Model "127-27 HF" equipped for plug in of magnetic cartridge—$56.75. "127-270 HF" equipped with G. E. Cartridge—$62.50. UL approved.



Webcor "Maestro"—model 134

Manual 3-speed portable fono in bass reflex case. Forest green and gray or burgundy and gray available. UL approved. $54.50



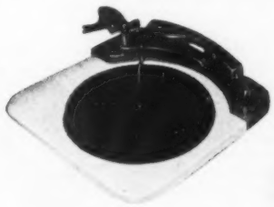
Webcor "Lark"—model 135

Manual 3-speed portable fono at moderate cost. Available in forest green or burgundy. UL approved. $39.95



Webcor "Midge"—model 136

Low-cost manual 3-speed portable fono in compact case. Forest green and cream, burgundy and cream, tan and cream available. UL approved. $29.95



Webcor "126 HF"

Automatic 3-speed for replacement or high-fidelity installations. Russet and cream or all burgundy available. $55.50. "126-27 HF" equipped for plug in of magnetic cartridge. $50.50

Diskchanger-Amplifier

Webcor "166" Portable Amplifier

High-fidelity amplifier with 8-watt, push-pull circuit. 10-inch speaker. Phono and microphone inputs with separate tone and volume controls. Use as P. A. system. Burgundy case. UL approved. $68.75

Webcor "125" Portable Diskchanger

Model "121" automatic 3-speed Diskchanger in burgundy case. Mate for "166". UL approved. $68.50





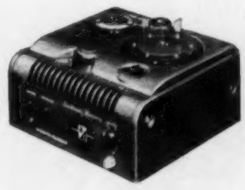
Webcor "288" Wire Recorder

High-fidelity console response. Automatic stops. Burgundy leatherette case. UL approved. $157.50



Webcor "181" Wire Recorder

High-fidelity recording head, automatic stops, semiportable attractively finished metal case. UL approved. $104.50



Webcor "228" Business Machine

Takes dictation and transcribes. Easy to operate. Automatic stops, speaker, push-button controls. Stop-start microphone and foot control. Full line of accessories. Compact metal case. UL approved. $140.00

Pushovers for push buttons

these 3¾-million families with Buy on their minds!

JUST show them a way to make life easier and more pleasant by pushing a button on an electrical appliance, and these families are your customers!

Because when these families read Better Homes & Gardens, they're not looking for amusement, they're looking to be sold! They buy BH&G knowing that every page is full of practical ideas on what to try, what to buy, to make their home life more enjoyable. In fact, BH&G readers undertake over 1¾-million home improvement jobs a year. And 7 out of 10 families who are building new homes read BH&G!

BH&G screens the nation for families who are do-ers and BUY-ers — and now there are 3¾-million of them — a new, all-time high!

BH&G BUYOLOGICAL BRIEFS

- *BH&G LEADS MAJOR MONTHLY MAGAZINES in appliance advertising lineage, 1952.*
- *ELECTRIC RANGE MANUFACTURER pulled 40,000 inquiries on new model from one BH&G ad.*
- *FOR FREE COPY of BH&G's study of radio and TV ownership and buying plans, write to Research Division, Meredith Publishing Co., Des Moines, Iowa.*

MEREDITH PUBLISHING COMPANY
Des Moines, Iowa





1 The luxury of decorator colors



America's leading artists and decorators have joined Youngstown Kitchens to offer you *Controlled Color Kitchen Decorating* with . . .



Colorful wall coverings in Varlar, the stainproof wall covering, for beautiful decorator-planned kitchens with . . .

Handsome new draperies in a wide choice of exclusive designs and patterns for exciting kitchen beauty, plus . . .

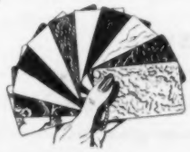


Attractive decals in 22 exciting designs, made by the largest decal maker, allow your prospects endless decorating combinations and . . .

Colorful cabinet tops with new genuine beauty-bonded FORMICA added—to give prospects their choice of the 4 greatest cabinet top materials. Formica, Youngstown Kitchens Cusheen, linoleum and edge-grain maple.



And here's the first book of its kind . . .



Youngstown Kitchens "Decorator's Handbook" . . . your thrilling guide to *Controlled Color Kitchen Decorating* tells customers how to decorate their dream kitchens this new, exciting way. Complete with actual samples of draperies, wall coverings, decals to help customers pick the perfect combination.

2 The economy of white, steel Youngstown Kitchens

The *low-cost* way to make homes modern today, modern to stay is through the use of white-enameled steel kitchens.

Cash in on Youngstown Kitchens *Controlled Color Kitchen Decorating*. Ask your distributor for full details.



Two-page, full-color spread in McCall's for April and one-page, full-color ads in other national magazines tell prospects to look for this exciting, new color program in your store. You profit by this new prospect interest!

Also see McCall's editorial pages in March for the complete story.

Youngstown Kitchens

MULLINS MANUFACTURING CORPORATION • WARREN, OHIO

Youngstown Kitchens are sold throughout the World



4 powerful reasons why 1953 CHEVROLET Advance-Design Trucks give you more of what you want

MORE POWER—GREATER ECONOMY!

The great Loadmaster engine—standard on 5000, 6000 Series, heavy-duty and forward control models, optional on 4000 Series heavy-duty trucks—has a new high compression ratio of 7.1 to 1, develops even more horsepower than before. And the Thriftmaster engine in light- and medium-duty models brings you traditional Chevrolet economy.

MORE STAMINA—STRONGER CONSTRUCTION!

More strength where strength counts most! In 1953, all Chevrolet trucks have stronger, brawnier, more rigid frames. They have heavier, sturdier construction that means a longer, lower-cost life for your truck. And they have new larger, safer, longer lasting brakes on many models, too!

TRUCKS ENGINEERED FOR YOUR PAYLOADS!

Chevrolet trucks are designed for the job they will do—engineered from tires to axle, springs, clutch and power plant to do that job with the greatest efficiency and lowest cost. You don't waste money on too heavy a truck or too light a truck. You buy the *right* truck for *your* job!

GREAT TRUCK FEATURES!

In addition to the many *NEW* things you'll find in these 1953 Chevrolet trucks, you'll also find many great features yet unmatched by other makes of trucks. Features such as Flexi-Mounted Cabs, Unit-Designed Bodies, Ball-Gear Steering and many others help make Chevrolet Advance-Design trucks your greatest buy. Chevrolet Division of General Motors, Detroit 2, Michigan.

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—the Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load. **POWER-JET CARBURETOR**—for smooth, quick acceleration response. **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement. **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **HYPOID REAR AXLE**—for dependability and long life. **TORQUE-ACTION BRAKES**—on light-duty and medium-duty models and on front of heavy-duty models. **TWIN-ACTION REAR BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-duty models. **CAB SEAT**—with double deck springs for complete riding comfort. **VENTI-PANES**—for improved cab ventilation. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—for easier handling. **UNIT-DESIGNED BODIES**—for greater load protection. **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.

CHEVROLET first in demand in value in sales

Your customers depend on you...

TO SERVICE G-E SMALL APPLIANCES*



Make your store the local headquarters for G-E Small Appliance Service! You create good will and build repeat sales!

Your customers depend on you when their General Electric Small Appliances need to be repaired. Don't let your customers down! Keep their confidence and build repeat sales! It's so easy! IF YOU DON'T HANDLE REPAIRS YOURSELF—simply send G-E Appliances to be repaired to your nearest authorized Service Outlet!

Trained G-E Small Appliance servicemen do *all* the work. You don't have to touch a screw driver! You get fast service and are charged only labor and parts at nominal cost. It's easy—and your customers keep their confidence in *you!*

*			
	TOASTERS	GRILLS	HEATING PADS
	MIXERS	CLOCKS	COFFEE MAKERS
	IRONS	FANS	VACUUM CLEANERS

SEND FOR THIS FREE BOOKLET TODAY!

Complete details on how to become a part of this service plan.



HERE'S HOW THE SERVICE PLAN WORKS:

1. You send the appliance to be repaired to a G-E Service Center or G-E factory-authorized Service Station.
2. In a minimum of time, the appliance will be returned to you repaired.
3. You deliver the repaired appliance to your customer—earn his confidence in you and hold his business.

SMALL APPLIANCE DIVISION

GENERAL ELECTRIC

Small Appliance Division—Dept. PS-1
General Electric Company
1285 Boston Avenue, Bridgeport 2, Connecticut

Please send me your free booklet "DEALER'S PROFIT FROM CUSTOMER SERVICE."

NAME_____

ADDRESS_____

CITY_____



20" LEADER—Here's a twenty inch set that will SELL! At a price your customers can pay—at a price that avoids a no-profit deal for you. Smart new design on Telecart helps sell, too!

Hallicrafters...

TELEVISION THAT SELLS ON SIGHT!

Yes, sells on sight! Do you know an easier way to sell a television set than by simple comparison? That's the story with Hallicrafters Television. The strongest sales story in the market—the finest picture on the market—that's Hallicrafters!

Here's television so superior that your customers can SEE the difference—and they'll BUY the difference! What's more you'll SEE a difference, too—*in your books*, because every Hallicrafters set is priced to *avoid profitless sales*—priced to give you a *protected, fair profit*. Sell the line that's BUILT and PRICED to give you an edge over your competition—*that's Hallicrafters!* And sell the line that's guaranteed—all parts for one full year in *writing*—at no cost to you—*that's Hallicrafters!*

The New, Fast, Profit Way to Sell TV-Sell

Hallicrafters Quality TV



8-BAND PORTABLE—Another leader! No other portable has so many bands—so much power—the ease of tuning—or the unbeatable record of achievement in short-wave as the Hallicrafters *World-Wide!*

Hallicrafters

Has the Most Efficient—Most Flexible—UHF Provision on the Market

Every Hallicrafters TV is designed to receive UHF. For markets with UHF stations in operation, sets leave the factory equipped with built-in all-channel UHF VHF tuners. VHF sets can be equipped to receive both UHF and VHF by means of a simple, Hallicrafters' built, plug-in converter installed in a socket that is standard equipment for all VHF sets. With Hallicrafters you don't depend on makeshift conversions, bulky, after-thought, outside converters, or last-minute, time-consuming tuner strips. Hallicrafters are designed and *built* for today and the future. Don't sell a makeshift—Sell Hallicrafters!



27" LEADER—Big, BIG screen size, yet it avoids the big "pattern" that mars so many other giant screen sets. Here again your customers can *see the difference*—and you can *SELL the difference!*

hallicrafters

Chicago 24, Ill.

World's Leading Manufacturer of Precision TV and Radio





To these and 13 other frequently met objections, salesmen competing in the "Yes, but" contest of the San Diego Bureau of Home Appliances demonstrate their prize-winning answers

By Howard J. Emerson

TO LADY'S OBJECTION that you have to wash dishes before you put them in dishwasher, salesman Paul V. Lipka of Dohrmann's, San Diego, gives answer that wins him prize in San Diego's "Yes, but" contest.*

Objection Overcome!

ONE of the most thorough studies of salesmen's selling techniques has been completed in San Diego, where the appliance distributors of the county in cooperation with the Sales Training Committee of the Bureau of Home Appliances sponsored a "Yes, but . . ." contest which offered $650 in cash awards for the best answers to the 25 most common objections encountered by salesmen in their retail appliance-TV selling efforts.

Any retail salesman employed by a dealer member of the Bureau was eligible to enter the contest. The dealers were given the responsibility of passing out forms on which the salesmen were asked to jot down "any objections he has encountered in his selling career that have been 'stones in his pathway' to smooth selling." Salesmen participating in this phase of the contest became members of a "yes, but . . ." club and eligible for prizes.

When a list of the best objections were selected by the contest committee, copies were sent to dealers to be handed to eligible salesmen. The latter were permitted to prepare answers to all the objections, or to as many as they wished.

All answer sheets were coded before being reviewed by the judges. The method of scoring gave the contestant one point for answering, then a score of one to ten depending on where his answer placed among the ten best answers to that particular question. Winners were selected on the basis of points accumulated on all questions answered—$100 for 1st place, $75 for 2nd, $50 for 3rd, $15 for 4th, $10 each for 5th through 10th —plus $50 for the best single answer of all.

Top money winner with seven winning answers was J. Sydney McCoy of Dohrmann's; second with six winning answers was Jewell E. Jones of McMahan's, Lemon Grove; 3rd, 4th and 5th, each with two winners, were E. Clay Williams of Walker's, J. Harry Rush of Dohrmann's, and Edward S. Kranch of Sears; 6th through 11th, with one winning answer each were Marsh V. Racine of Harrington's, Merle S. Kroon of Sears, Paul V. Lipka of Dohrmann's, W. L. Clark of Clark's in Pacific Beach, J. Gerald O'Connor of Benbough's, and Howard J. Craig of Sears. Nine of these 11 winners are graduates of one or more of the Bureau's sales training classes.

Believing that this San Diego contest brought forth in salesmen's language some fundamentally sound and practical sales material important as a refresher to all salesmen and dealers in this day of needed emphasis on point of sale relations with prospects, ELECTRICAL MERCHANDISING went to San Diego and asked each winner to translate into action part of his winning answers. With the cooperation of these salesmen, their dealer management, Dan Turner of the S. D. Gas & Elec. Co., and J. Clark Chamberlain of the Bureau of Home Appliances, winning salesmen and some of their answers are shown on the following pages.

* Lipka's Answer: Yes, that's what most people think who have never used an automatic dishwasher, but all you do is brush off the excess crumbs and food on the dishes just as you do before putting them in the dishpan. Just think of the many advantages—such as not putting your hands in dishwater, you don't have to dry the dishes, it's more sanitary, and above all other things you could sit down in the living room with your family while the dishes were automatically washed and dried. I'm sure you will discover the dishwasher will do all you expect of it and more."

OBJECTION OVERCOME! (continued)



OBJECTION:

As long as we have 300 days of sunshine in San Diego, we don't need a clothes dryer



ANSWER: Yes, some ladies do believe that in San Diego, but consider the very important advantages an owner of a clothes dryer has. No lines, no weather worries 365 days of the year, at your service 24 hours a day, not just during the sunlight hours. And keep in mind, it's just a few feet away from your washer; straight from the washer to the dryer means more time for you and your family to enjoy together. Completely automatic from start to finish, and you don't have to be around to shut it off. The maker of this model has thought of everything. There is a sun-lamp in the dryer to make your clothes sweeter and cleaner. No outside impurities can touch your clothes. — *Edward S. Kranch, Sears, Roebuck & Company, San Diego.*



OBJECTION:

I can buy cheaper elsewhere



ANSWER: Yes, sometimes you can buy cheaper elsewhere, but don't you agree with me that when a firm sells an item at a lower price than the manufacturer's recommended price they are actually afraid to meet competition on an even basis? They have to make up that difference somewhere. Will it be in service should you need it? When you buy from our firm, you are assured of the finest reputation for reliable service and there are no hidden charges. We stand behind our merchandise 100%. — *E. Clay Williams, Walker's Dept. Store, San Diego.*



OBJECTION:

I want to shop around first



ANSWER: Yes, I think you are very wise to look around and satisfy yourself that you're getting the very best value for your money, but, that is the very reason this store sells only the highest grade appliances; we want just such people as you to come in and shop, for we know that once you have seen our lines you will in all probability come back to us and become our customer. Please let me show you what I mean by viewing this model. We can put this appliance right into your home today, knowing you will be more than satisfied because it is made by one of the largest and most dependable makers and has every worthwhile feature built into it. Now, do you think you need to spend any more time looking for a better buy? — *Jewell E. Jones, McMahan's Furniture Store, Lemon Grove.*



OBJECTION:

I can't see how this freezer will pay for itself



ANSWER: Yes, I know just what you mean, but let me give you the details and you will agree that over a period of time it will not only pay for itself, but will raise your standard of living also. Here are just a few of the many ways you will save: (1) Quantity purchases at lower prices. (2) Taking advantage of special weekend prices. (3) Saving of leftovers — no waste. (4) Save shopping time—no trips to store or locker plant. (5) Taking advantage of "in season" low prices — meat, poultry, fruits, vegetables. Besides this, think of the pleasure and convenience of grocery store and market in your home. Yes, it will pay for itself over and over. Let us get you started now with the wonderfully practical experience of saving with a home freezer. — *J. Harry Rush, Dohrmann's, San Diego.*



OBJECTION:

They tell me the automatic washers won't get my clothes clean



ANSWER: Yes, some people do have that impression, but through actual survey it has been proven that the automatic washer does a perfect job of washing clothes when used correctly. Too often a salesman sells an appliance without proper explanation of how to get the most out of it. Then the first thing you hear is they won't do the job they are supposed to, which is a real injustice to the washer. The spin drying, which is 70% more effective than wringing, is worth the cost alone, not to mention the time, labor and wear and tear on the housewife and clothes. I'm sure you will find this automatic washer really gets clothes clean. May we send it out today? — *Wallace L. Clark, Clark's Furniture, Pacific Beach.*



OBJECTION:

Your carrying charges are too high



ANSWER: Yes, they do seem high at the first glance, but you are not taking into consideration the fact that these charges are figured on a 2-year basis. Now if you should pay your account off in less time, the charges would be refigured and you would get a substantial refund. Let me show you how it would figure out. Of course, you may want to pay it off in a short time and then it would be the same as cash. Why not begin now to enjoy the use of this appliance? — *Merle S. Kroon, Sears, Roebuck & Company, San Diego.*



OBJECTION:

Just looking



ANSWER: Yes, Madame, and we welcome your visit very gladly, but since you did drop in on us I wonder if there are a few questions you have on your mind regarding one of the items you see here. You know, so many people think of us as salesmen only. This is true in some cases, but I would like you to know I'm here to give our customers sales help. This means a more complete understanding of the products you want to see and talk about. Actually Madame, we want our visitors as well as our customers to obtain a complete picture of our organization on their very first visit, and when you do have a purchase in mind for a later date you'll visit us again. I'm sure your time is very valuable and I'd like to show you whatever you wish. This way please!—*Edward S. Kranch, Sears, Roebuck & Company, San Diego.*



OBJECTION:

Why should I buy a food waste disposer. The city collects the garbage twice a week



ANSWER: Yes, most of our customers had this idea, but isn't it an unpleasant task to take the garbage out to the can three or four times a day, and then carry the old banged up container out to the street or alley twice a week, not to mention the job of scouring it out with hot water and disinfectant when empty. It certainly makes for a cleaner kitchen not to have that unsightly and unsanitary garbage problem always with you. And believe me, you don't have flies around your door when you have a disposer in your kitchen. You will say like our many other customers, the food waste disposer is positively indispensable in the kitchen of today.— *J. Gerald O'Connor, H. L. Benbough Co., San Diego.*

OBJECTION OVERCOME! (continued)



OBJECTION:

We don't have time for TV — we enjoy reading



ANSWER: Yes, many of our customers had this idea, but the varied programs of today's television can now take you into a front row seat of a concert, or even let you stand next to writers, publishers, actors and directors. Not only does it provide great entertainment, but also makes available a very effective means of education. To read a story is to imagine it. But with television . . . To see, is living it . . . *— Howard John Craig, Sears, Roebuck & Company, San Diego.*



OBJECTION:

I'll have to talk to my husband



ANSWER: Yes, that is a natural suggestion for you to make, but I'm sure your husband wouldn't think of denying you the pleasure of making the selection yourself. I suggest you do this: Familiarize yourself with this fine appliance, let me put a 24-hour hold tag on it, then go home and tell your husband you want it, and I'll bet ten to one he'll say "go ahead and buy it." My experience has shown that over seventy-five percent of appliance purchases are determined by the housewife.—*Jewell E. Jones, McMahan's Furniture Store, Lemon Grove.*



OBJECTION:

Do you recognize servicemen's discounts?



ANSWER: We are aware that some stores do extend service discounts, but in order to offer any such inducement we would have to deal in merchandise that is not as accptable but which would carry a larger percentage of profit in order to give both the discount and the type of service our customers expect of us. We have found that in most cases people would rather pay the standard price and be certain of getting top merchandise and service that enhances their pride of ownership. — *Marsh V. Racine, Harrington's, San Diego.*



OBJECTION:

I can get a larger trade-in allowance



ANSWER: Yes, you might get a better trade-in allowance, but our firm continues to be one of the top retailers of this appliance, and the reason for that is reputation. We don't want to make money on your trade-in, nor do we want to cut into our profits. If we did, how could we continue to give good service? No one sells quality merchandise operating at a loss, so we try to be fair — fair to you and fair to ourselves. When you buy from our firm you are assured of an honest deal and we are assured of a satisfied customer. — *E. Clay Williams, Walker's Department Store, San Diego.*



OBJECTION:

We have a friend who can get it for us wholesale



ANSWER: Yes, you might be able to purchase at "wholesale," but, you get only what you pay for. That price is usually just the beginning of your cost. Even if you can pay cash, as is usually required, you may be paying for delivery and praying for service before you're through. The wholehearted service we render may be the most important part of your purchase! You have surely heard of "wholesale" buyers who were unable to obtain badly needed service, a home demonstration, or some other personalized accommodation our customers take for granted. The wholesaler need not seek your future business—we do. *—Jewell E. Jones, McMahan's Furniture Store, Lemon Grove.*



OBJECTION:

We don't need such a good one



ANSWER: Yes, you could probably manage with a poorer one, but I'm sure you'd regret doing without this superior model's many work-saving, time-saving, money-saving features. For these 3 cents a day extra, you can have the best model. The only real way to save is to buy the best quality. It's so easy to be "penny-wise and pound-foolish" in this case. Your savings alone will far outweigh any additional first-cost. Why, this feature that you're looking at now is worth the difference itself; and you will be enjoying its superior conveniences for years after you've forgotten what you paid for it. You deserve the benefits it will give you—and why not begin enjoying them without delay? *—J. Sydney McCoy, Dohrmann's, San Diego.*



OBJECTION:

I am going to wait for the new model. I always buy too soon



ANSWER: Yes, we all like the latest model when we buy, but there will always be a new model coming up. Why postpone the benefits and enjoyment this appliance will give you? It is possible that future critical material shortages could make undesirable substitutions or omissions necessary. This model has proven itself—new features may be tried in the next model and later discarded as impractical after Mrs. America has actually lived with it a while. Why not buy now—and begin your enjoyment and savings today? *—J. Sydney McCoy, Dohrmann's, San Diego.*



OBJECTION:

The price is too high



ANSWER: Yes, you pay a little more to get the best, but, be sure you pay enough to get your money's worth! Quality is the only real bargain. A few cents a day, for a short time, will reward you with far greater service and enjoyment through the years. It's still true that "The sweetness of low price never equals the bitterness of low quality." The purchase price should be the last—not the beginning—of your cost. This is a long-term investment, so why not invest in the best? *—J. Sydney McCoy, Dohrmann's, San Diego.*

End

750 Rebuilt Refrigerators A Year

A big stock of trade-ins, collected in the summer and reconditioned in the winter, enables Harry J. Lewis to capitalize on the demand created by financially-squeezed young people and a transient military population in his Waco, Texas, trading area



SUMMER ACCUMULATION of traded-in refrigerators fills huge store room at Harry J. Lewis Co., Waco, Texas, while awaiting the winter

THE winter months of October, November and December are the most important in the year where trade-in refrigerators are concerned, according to Harry J. Lewis, president of Harry J. Lewis Company, long-established appliance dealers of Waco, Texas.

Lewis, a veteran of two decades in appliance retailing, has an unusual concept of trade-in merchandising. Through simply accumulating a large stock of used boxes during one season for resale the next, he turns over around 750 per year—and at a worthwhile profit. The sole "secret", if any such exists, lies in his willingness to fill up the rear of the store with hundreds of trade-in boxes during the summer months, when they are coming in rapidly, and devoting the slow season during the winter to complete reconditioning and refinishing for next year's buyers.

"Naturally, there is some amount of risk involved," Lewis points out. "It is possible that high allowances made to new-refrigerator purchasers one year may cost us money if there is a price drop the following season. However, we believe that we can fairly well predict what the field will absorb from year to year and, to date, our judgment has proven right."

The consistent ability to sell upwards of 750 trade-ins hinges on many things at this central Texas appliance dealership. First, and most important, is the fact that the huge Lewis building on a downtown Austin street in the Texas community, contains a storeroom 80x100 feet, adequate to store around 350 trade-in refrigerators without damage. With space facilities of this nature, Lewis and sales manager Ray Massey, do not hesitate to quote favorable allowances on used boxes, since there is always room for one more. Carloads of boxes can thus be accomodated, and an accumulation which might dismay the usual dealer is simply "money in the bank" for Lewis.

Reconditioning Starts in Fall

The firm maintains a full-time service crew of three men, who do not worry in the least about trade-in reconditioning from May 1 until the end of September. During that period, all three are required to provide swift, reliable service on boxes out on warranty, and repairing other Lewis-sold appliances. It is seldom necessary to

LEWIS SELLS TRADE-INS TO A NEW KIND OF CUSTOMER



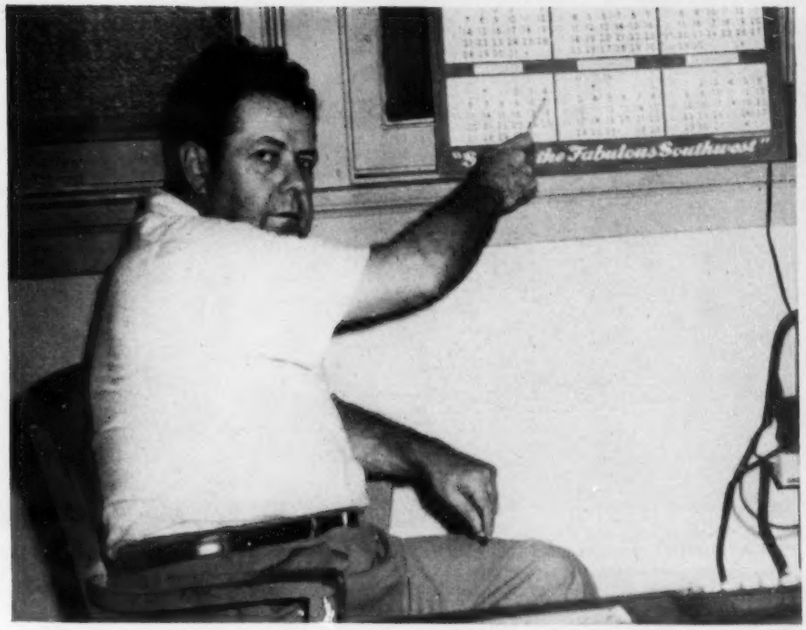
TEXAS HOUSEWIFE, representative of young married people who are forced by rising living costs to look for best buys, sees a Lewis ad for used refrigerators.



WITH HUSBAND and child she visits the Trade-In Annex at the Lewis Co. to inspect boxes and prices, finds one that she feels meets both budget and needs.



reconditioning and refinishing that will return $100 or $125 per unit during the following summer's sales season.



KEY MONTHS in refrigerator trade-in program, says Harry J. Lewis, are October, November and December. Servicemen, busy on regular service in summer, use this period for reconditioning.

switch the efforts of the service crew to reconditioning, however, inasmuch as at the start of the hot weather season, there are usually plenty of top-notch rebuilts on hand, to last through the season. During this last summer, however, the Harry J. Lewis Company surprised itself by selling out all but a few of the boxes rebuilt during the 1951-52 winter.

"Concentrating trade-in rebuilding through the winter months has the all-important advantage of permitting us to keep the entire crew on the job," Lewis emphasizes. "Through this route, we can provide year-round income for all of the mechanics, and keep them just as busy as during the peak summer months. Actually, our service load is increased to the extent that we have hired two part-time 'reconditioners' who are air force men stationed at a nearby base. Through employing these two men to tear down and prepare refrigerators for the more expert services of the mechanics on refrigerations units, we are able to keep up with a pre-determined quota."

One-Year Guarantee

Through all of the central Texas area centered on Waco, rebuilt refrigerators from Harry J. Lewis Company command a lot of respect. The reason is simply that service manager Roy Wade, who has been with the firm since 1947, turns out a handsome, thoroughly reconditioned box which the Lewis organization can unhesitatingly guarantee for one year. No less than 95 percent of them are refinished, including many moderately-good-appearing refrigerators which the average dealer would feel perfectly safe in turning over "as is". With a capacious paint spray room at the rear of the building, capable of handling 5 or 6 refrigerators at a crack, however, it is "cheaper to paint them than not", as Wade points out. Through the use of large quantities of spray enamel, application of new chromium and other deluxe touches, the Harry J. Lewis Company is able to sell trade-ins at $100 and $125 which would bring far less were they not glamorized. Therefore, 95 percent of the towering tiers of used refrigerators standing in the storeroom will undergo a beauty treatment.

Most boxes are completely torn down, units taken apart, carefully examined, reassembled with new parts,

(*Continued on page 102*)



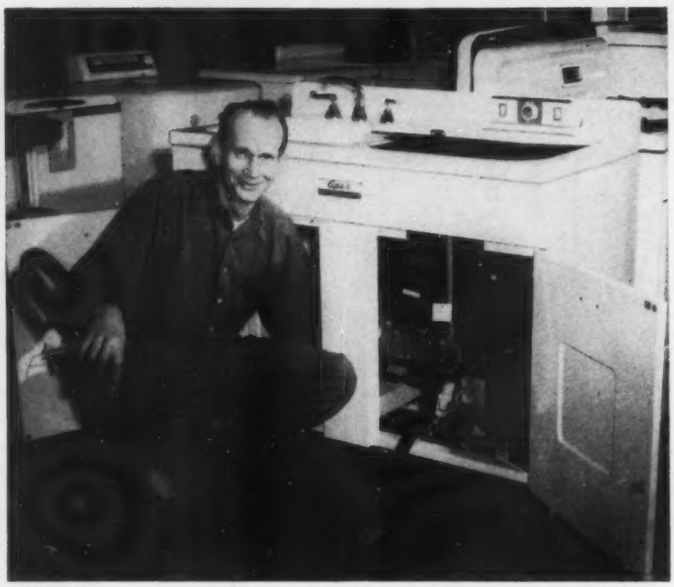
JUST TO BE SURE that she has confidence in her used refrigerator, a salesman takes her to service shop to show her how boxes are rebuilt, repainted, re-equipped.



BEFORE SHE LEAVES she takes a look at the new refrigerators in the adjoining show room. Odds, says Lewis, are good that she will trade in old box within a year.



BEST ARGUMENT to overcome objections of housewives who say they like to wash dishes is the sanitation story, used here by sales manager Jack Young of Oskey Brothers, St. Paul, one of the dealers using Elcon Products sales plan.



BEST ANSWER to the plumber problem found by Elcon Products is to help the purchasers install their own dishwashers, and to provide a rubber drain hose like this which can be run through the floor to laundry receptacle in cellar below.

New Deal for Dishwashers

Elcon Products, Inc., Minneapolis, found ways to lick all the old obstacles to dishwasher sales—including the plumber problem, housewives objections and pioneering headaches—then passed the solutions to dealers in a way that is making good business for everybody concerned



BEST AD to pull dishwasher prospects used by dealers of Elcon Products is this one held by George F. Nye of Elcon. It offers a disposer free with every purchase of a dishwasher sink. He says 60 percent of sales will go to old homes.

MORE often than not, the sentiments of an appliance dealer are: "Never again will I do any pioneering."

Veterans in the business, who have struggled hard with lines, only to see the business handed to everybody once it is over the hump, will be interested in the Minnesota dishwasher success quarterbacked by Elcon Products, Inc., Minneapolis distributors for Apex.

A seven year-old outfit, Elcon specializes in low saturation items, and has found that these tactics arouse interest of dealers and enable them to make money right off:

1. Exclusive representation, often with a territory with a 35-mile perimeter.

2. A policy of feeding the dealer promotions which permits him to advertise "free electricity with your so-and-so," or "What am I bid for these?" which ordinarily would cause the factory executives' hair to curl.

3. Sales by the carload which gives the dealer a 40 percent margin instead of 33⅓, and puts him in a position to come close to Sears, Roebuck on prices.

4. A stock of parts which permits the distributor to guarantee 24-hour service.

5. Flat charge for warranty of $6 for dishwashers, $17.50 on automatic washers (includes installation and one year's service); $6 for dryers. Dealer pays this and puts customer's name on cards for distributor, who takes over responsibility.

6. Distributor teaches dealers how to sell dishwashers, not from a book, but from experimentation that the distributor himself has done.

George F. Nye, of the Elcon firm, reports that the dishwasher is a natural with a firm that sells complete kitchens; most of his retailers handle Geneva cabinets and benefit from Elcon's free kitchen planning service.

Sixty percent of the Apex dishwashers go into old homes, 40 into new. Saturation is only one percent. Prospects are from the middle and upper class groups and sales, Nye says, are just shifting from those who want to keep up with the Jones by having a dishwasher, to folks who relish a dishwasher as a real help to the family.

Leads originate from trailers run on television, from page ads (a free food waste disposer with order was the best puller), from direct mail, and from people about to build, as revealed by Dodge reports (distributed to retailers by Elcon).

What Closes Orders

Chief stumbling block to a dishwasher sale, until recently, in the north country was the housewife's retort, "But I don't mind doing dishes!"

Or she had a lot of kids who could turn a hand. She likes to iron and do all the housework. What pulled the cork on these bottled-up reasons was the health story. The 180 degree water, hotter than human hands can touch, and the germs that roosted on dishes and sickened her brood really amazed the housewife. What closed her was the story of how she would have more time to watch television, or

(*Continued on page 108*)

TELEVISION PHOTO STORY



When San Diegans like the Bunce's take an interest



in TV and go to Thearle's Music Co., one of the nation's largest music-tv dealers





where television gets a prominent merchandising spot in the windows and the traffic areas, they are one of the many thousands of families who rely on their music dealer as a



reliable TV source . . . says Harry Callaway, head of Thearle's and president of the Nat. Assoc. of Music Merchants. This nationally-known music-tv dealer believes there is a strong and permanent place for

...TV at the MUSIC MERCHANT'S

"Every music dealer should have an aggressive television department because it is a natural outgrowth of his other lines of business," says NAMM president Callaway. Some of the factors that are making the music merchant an increasingly important figure in TV merchandising, and some of the problems he is meeting, are seen in this photostory of Thearle's Music Co., San Diego, where Callaway points out that . . . . .

The Music Merchant Has TV Prospects . .



Thousands in every town who, make their music dealer their source for sheet music . . .



For classical and popular records, plus professional help to guide their collecting . . .



For console radios, portables, record players, and new devices like wire and tape recorders . . .



For musical toys and novelties at Christmas and birthday time . . .



For instruments when the children start lessons, or later when they join school bands . . .



Or when, like many adults today, they take a belated interest in studying music.

But these Handicaps Hinder the



Any music dealer's books show the TV problem, says Callaway, as he and Thearle vice president Fielder K. Lutes look at records that show . . .



while pianos and band instruments average a 45 percent or higher margin, with few service costs, television with the same selling costs . . .



averages 28 percent. Callaway suggests an industry-wide 90-day unconditional warranty with higher margin giving the dealer a spread

. . And He Knows How to Sell



"By giving prospects personal attention," says Callaway, who provides experienced salesman who learns . . .



the Bunces want full home entertainment unit. He makes them comfortable in home-like surroundings with choice of top models . . .

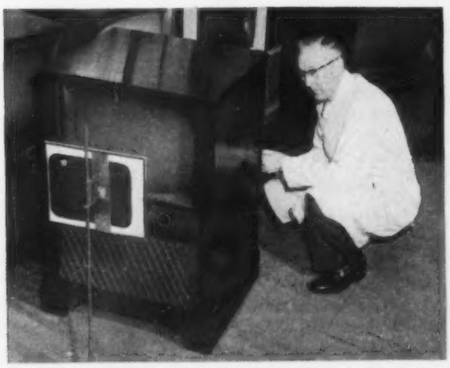


"Culture knows no economic level; good terms must make good merchandise available to all who know its value," says Callaway . . .



who will follow up to see that his store has served his customers, satisfied their dependence on their local music merchant.

Merchant's Promotion of TV



that would help him build and maintain his reputation through such necessary but costly work as spending $10 preparing a receiver for delivery . . .



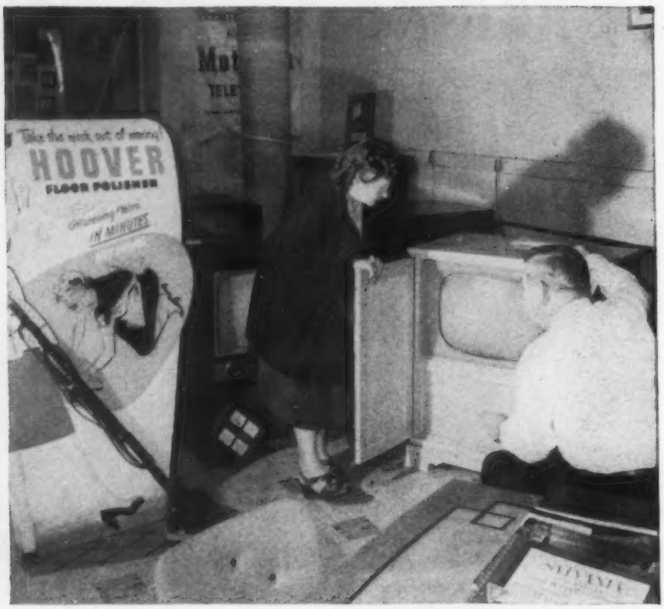
having the highly-paid technicians and trucks for installation and the quick service in the home or the shop that customers demand.



Labor costs on warranty service under present margins are holding up development of stable TV retail outlets, he says. *END*



MAIL IS the surest way to arouse interest in floor polishers among the old customers of Glenn Lewis' Wagner Electric Co. He mails 500 circulars at a time.



POLISHER DISPLAYS located near merchandise that is seasonally hot is one way in which Wagner Electric draws the attention of modest floor traffic the store gets.

They Sell Floor Polishers to Old Customers



THE ADVANTAGE of an appointment, says Lewis, is that the housewife is waiting and will take time to listen to his sales talk and watch demonstration.

Direct mail, spot displays and home demonstrations sell two polishers a week for Wagner Electric Co., Detroit—a firm with lots of old customers but little store traffic

by FRANK A. MUTH

AFTER 28 years of selling appliances, both Jack Lewis and his brother, Glenn, know a lot of people. From their store, Wagner Electric Company, 12022 Linwood Avenue, Detroit, they now do over a million dollars of business a year. But when their distributor, Electric Specialties Co., wanted them to take on Hoover floor polishers last winter, they weren't sure they would know how to sell them.

Located in the same place for so many years, the Lewis brothers have built up a large following of people—but they aren't regular traffic at the store. From the list of 40,000 customers sold through the years, Glenn Lewis started sending out direct mail circulars. Then, later, mailings included adding names from selected areas in the city.

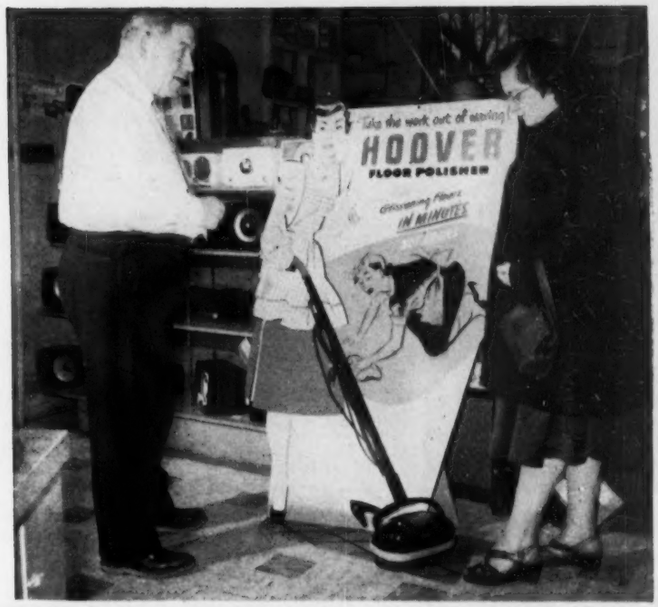
"We send out about 500 circulars at a time," Glenn explains. "If the mailing is successful, we do it again. But if response isn't heavy, we change the mailing. So far, we've had excellent response, sometimes 20 replies out of 100. That, we think, is pretty good."

No Strange Traffic

Wagner Electric doesn't have a lot of store traffic in their main outlet on Linwood; they have more traffic in another small store near Woodward Avenue, in a large shopping district. So Glenn makes sure floor polishers



ON HER WAY OUT, TV prospect gets a hint about advantages of a floor polisher from partner Jack Lewis. If she shows the least interest he will demonstrate.



QUESTIONS about the polisher tell Lewis that he has an interested prospect and he makes an appointment to visit her home for a more thorough presentation.



OPERATION of machine by the prospect works wonders in showing her how easy it is to use and the labor it saves in comparison with hand scrubbing the floor.



THE SALE may not be closed after the demonstration. If it is not, Lewis persuades prospect to try polisher and show it to her husband—then mail check.

get attention from seasonal traffic. During the television season he'll have a floor polisher display sign and polisher right in with the TV sets being featured. When refrigerators or white goods are the hot item, Glenn displays his floor polishers in that area. In addition, a polisher is always located right near the traffic appliances. It doesn't make much difference if a display is in the TV or white goods area so long as the prospect can see it and there is room for demonstration.

No Cold Canvass

Neither Glenn nor Jack Lewis believes in cold canvassing. They'll go out to a home only when they have an appointment—when they have contacted the prospect and she knows they are coming.

Old customers have been helpful in obtaining additional sales and have themselves accounted for two thirds of their floor polisher sales. One 20-year customer bought a polisher when she was making a payment on a TV set. When her polisher was to be delivered, she called Glenn to bring another polisher along for her daughter-in-law. Within three weeks she sent in four other prospects who bought.

"Floor polishers don't have to be bought by the couple together, as is the case for other appliances," Jack points out. "Frequently, a husband may come in after work and pick up a polisher to take home to his wife to see if she'd like it. One husband told me he'd have his wife give him the devil for several days after she'd been trying to wax their floor. After several days of hearing about her aches and pains, the husband thought there must be some way to end it—and he hoped an electric floor polisher would."

When Jack has made a demonstration in the home to a dubious wife he finds it psychologically good to insist she keep it for her husband's opinion. Almost every time Jack uses this method, the sale is clinched.

"Whether the husband picks up a polisher to take to his wife, or we leave one with the wife after we've given a demonstration, sales are usually final if the polisher is left at the house," Jack adds.

Demo is Important

Whether the prospect gets the pitch and demo in the store or a good live demonstration in her home, Glenn has found that over half of their polishers would not be sold without the short demonstration. "It doesn't take long; 15 minutes will do it," he points out. "But, in that time, surely you can give them the pitch on the labor saving features and especially on what a better job it does than old hand rubbing. The shorter the demo, the better your chance for a sale."

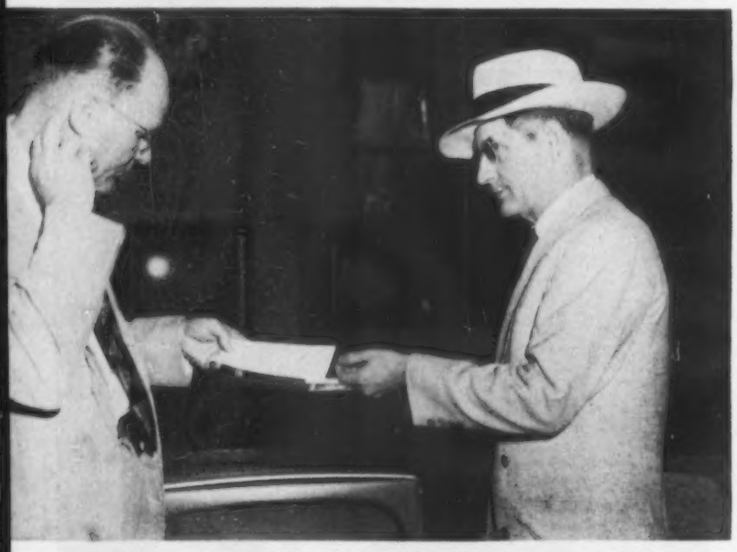
(*Continued on page 112*)



REASON 1: Time for housekeeping. By closing at six, claims Delaney (left) he has plenty of time for cleaning, arranging displays, checking inventory and books.



REASON 2: The profit picture. Delaney's two-months experiment in night openings proved to him that the return wasn't worth the extra overhead and costs.



REASON 3: Bum checks. Since there is no way to check with the bank during evening hours, a dealer has to use his judgment accepting personal checks.



REASON 4: Customer dissatisfaction. Unless he jumps his overhead with a night crew the dealer must run store alone, risks offending prospects with delays.

Stay Open at Night?....

THE retail appliance dealer who believes that he profits by keeping his shop open at night might change his mind after a thorough examination of the pros and cons involved in the practice. That's the studied opinion of some veteran dealers.

One of the cons—definitely against staying open at night—is E. E. Delaney, owner of Delaney's, Inc., in Mobile, Ala. He declares that experience has taught him that it is far better and, in the long run more profitable to the dealer, to shut his doors by 6 p. m., rather than stay open until 9 or 10 o'clock.

"We gave the practice a fair trial," declares Delaney. "We stayed open until 9 p. m., during two good months, May and June. At the end of that time, we checked the books. We found that sales volume was increased over the previous month by $2,160.70 in May and by $1,816.40 in June. We figured our profit at about five percent. Of the total 159 extra hours we stayed open, that wound up at approximately $1.25 an hour net profit —less than the pay made by a miner, a bellhop, a carpenter or even a ditch-digger."

That's black and white figuring—evidence in dollars and cents. And it must be remembered that Delaney is a big operator. The figures for a small dealer might be even less impressive.

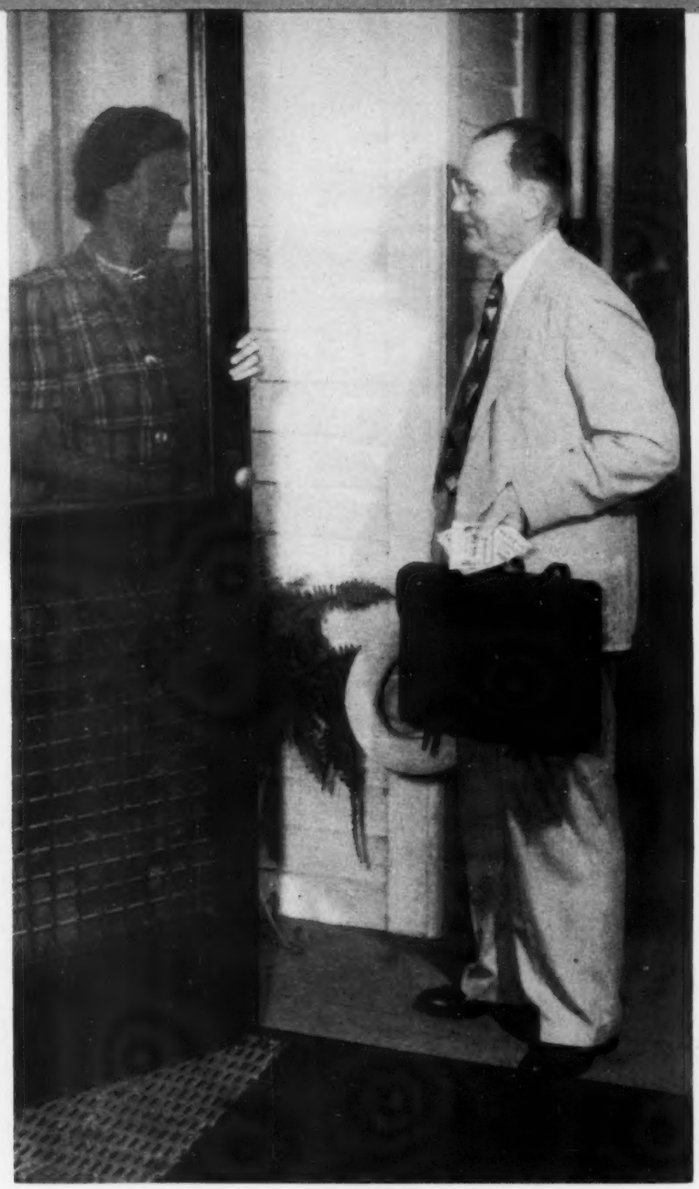
"This experience was purely on the money profit question without considering the other angles of the matter," declares Delaney. "There are at least ten good arguments against the appliance dealer staying open at night, any one of which in itself is almost good enough reason to avoid the practice."

Reasons Are Specific

Delaney does a business of approximately $700,000 volume annually. He is regarded as one of the top dealers in Alabama. Here are the specific reasons, as outlined by him, why he refuses to keep his appliance store open after normal business hours.

1. Under present-day mark-ups and profits, the practice of staying open at night is not worth while to the dealer in a financial way. As out-

DELANEY CLOSES AT SIX



REASON 5: Evening calls. If the dealer must work at night, says Delaney, it is more profitable to spend time following leads than standing around store.



REASON 6: A chance to relax. Dealer Delaney could be working instead of reading, but, he says, this way he won't get ulcers, and premature grey hair.



REASON 7: Family harmony. A man, says Delaney, owes something to his family and home life suffers if he can't spend some time with the kids.

. . . NO!

. . . says one of Alabama's biggest appliance dealers, E. E. Delaney of Mobile. Here are the reasons why this $700,000-a-year merchant closes his doors every night at six

lined above, by the time he has paid such additional costs as operating bills (gas, electricity, water, heat, etc.), and the overtime pay of clerical, service and sales help, he may show a profit but it will be a slim one.

Delaney admits that a small dealer with only one or two salesmen and one girl in the office, might show a better net profit than his own five percent figure, but the difference in volume of appliances sold would be considerable, and in the long run, the actual profit would not be very much higher.

2. Definitely one of the most persuasive factors against staying open at night is the shortage of competent salesmen. As Delaney points out: "It is hard enough to obtain and train competent salesmen for one shift, and almost impossible to obtain a day and night crew both." And if the dealer can't get competent help, then he's going to have to work 13 or 14 hours a day himself. In this case, if the smaller dealer attempts to handle the business all by himself during the extra hours, he usually finds himself demonstrating an appliance to one customer, while three or four others stand around waiting to be served.

3. The real buyers traditionally shop in the daytime. Except for Saturday and pre-holiday crowds, most night traffic is composed of "lookers" and window-shoppers. During his experimental months of staying open at night, Delaney tried free gifts, registrations and other ways of get-

(*Continued on page 116*)

TWO SIDES TO THE QUESTION

Not all dealers will agree with Mr. Delaney's reasons for shutting his door every night at six and on the next two pages you'll find two who take the other side of the argument, Stay Open at Night?, with a resounding "Yes!"

BARTO'S BIG REASON FOR NIGHT OPENINGS



DAYTIME SHOPPER at Barto Appliances came in response to a freezer ad, but she wonders if large refrigerator wouldn't provide all frozen food space needed.



REFRIGERATOR demonstration is impressive, but leaves her in doubt as to which to buy. So she leaves the store to consult further with her husband on decision.



FEATURES of the freezer are pointed out to husband by both the salesman and wife and he becomes enthusiastic about its obvious convenience and use values.



WIFE'S PROBLEM is whether refrigerator may not be better purchase than freezer.



THE SOLUTION is easy when the salesman suggests,

Stay Open at Night? . . . .

DOES it pay to stay open at night, not merely as a defense because a few others do so, but in order to build volume offensively?

"Yes," is the positive answer given by A. J. Bartolotta, owner of Barto Appliances, 500 Camp Street, New Orleans, La.

Barto cites proof for his contention. "We've kept careful records on this," he says. "They show that 60 percent of our sales are made during 25 percent of the time, the night hours of 6 to 9. We're open 9 until 9. But during the course of the day, only 40 percent of sales are racked up."

That single statistic doesn't tell all of the story, in Bartolotta's opinion. "It isn't only that we get 50 percent more people during the three night hours, as opposed to the nine day hours," he adds, "but, sales at night come easier. Fewer salesmen can close bigger volume. The reason is simple. The wife—who does daytime shopping while her husband works—seldom is willing to be uptraded. She has a set figure to spend. Wife and husband shop together at night. When both are present our salesmen can get things settled quickly and can add extra appliances to the original list."

Bartolotta believes that the type of location his store has makes night opening particularly desirable. Barto Appliances is located in New Orleans' main business district on a corner which has abundant traffic, but where traffic makes parking nearly impossible during the regular daytime business hours.

"I believe night opening will pay off in any kind of location," he says. "I *know* that it's a winner for a store like ours that has traffic but can't take sufficient advantage of the traffic during the day."

Special Promotion Necessary

Merely staying open after 6 p.m. doesn't do the trick of getting enough sales to overbalance "normal" hours by 50 percent Bartolotta notes. It takes aggressive promotion of special appliances and of the fact that they can be bought conveniently during hours when the whole family can make the decision together.

The store uses all media, newspapers, radio television and direct mail.



THAT EVENING she returns with her husband, who is anxious to help.



NIGHT OPENINGS make it possible for dealer Roby (left) to get prompt response from ads in evening papers. He stays open every night except Wednesday and Saturday.



COMMUTERS who see items in window of Euclid Superior TV, Cleveland, while waiting outside at bus stop, will often drop back in that same evening to make purchases.



"How about buying both—as an investment in better living and in the future?"

ANOTHER DEALER FINDS OTHER REASONS

"IT is getting harder and harder to sell," says John Roby, owner of Euclid Superior TV and Appliances, Cleveland, Ohio, "and if you want business, you must be available when people want to buy."

After Roby bought Euclid Appliances last May, he started opening on Monday, Tuesday, Thursday and Friday nights and from one to five on Sunday.

"One good advantage of being open at night," Roby claims, "is that I can run an ad in the afternoon paper, the Cleveland Press, and people will come in that evening to see what I've advertised.

"Night customers," he says, "are not price conscious. It is true that sometimes we have a wife in the afternoon and she brings back her husband that evening to close the sale, but usually we've never seen the people before. They are customers, not shoppers. They know what they want and they'll buy it.

"By taking the people we had in the store last night you can see what I mean," Roby continues. "We had about 12 people who came in in pairs or three or four. There were five possible sales and we closed three of them."

Euclid Superior Appliances is located right across the street from a major shopping center, but in the daytime doesn't draw much of that traffic. "I guess I'm on the wrong side of the street," says Roby. "But in the evening it helps us. One advantage of this spot is that it is a big bus exchange. Several times husbands have stopped in while waiting for their bus, then trotted home for the wife and received her viewpoint, then we closed the sale. Also, there is better parking in the evening. During the day both the lot in the rear and the lot for the shopping center are all used up. At night, our prospects can use it.

"One interesting aspect of evening shopping," Roby believes, "is that people are more mellow. They certainly are not in a hurry and are easier to talk to. It is better for me if they are in a better mood . . . and a good supper will put them in that mood."

. . . YES!

Sixty percent of the sales at Barto Appliances, New Orleans, are made during three evening hours when husband and wife, attracted by intensive promotion, can shop and make decisions together and at once

A single "special" is pushed strongly every month for a full thirty days. Salesmen, advertising, all factors that open interest and close sales, bear down together on that single appliance. "Not," Bartolotta cautions, "to the extent that we ignore our other stock. But the promotional item of the month, we find, is an effective way to reach a special group every thirty days. And intensive merchandising pays off as no scattergun efforts would do—particularly with our open-at-night plan."

On radio, Bartolotta uses many early evening spots. The commercials tell listeners to come down *right* now while the store is open and there is abundant parking space right in front of the door.

These buy-at-night advertisements are supplemented by the efforts of a special telephone promotion team. Seven girls man as many telephones during the day hours. They call known prospects and, when these have all been contacted, begin on cold names out of the telephone book. The phone solicitors' efforts are coordinated with advertising and floor selling. Their calls sell the advantages of the month's featured appliance. Every short phone conversation concludes by inviting the prospect to come down that very night to see a demonstration, at no obligation, and concludes by mentioning the ease of shopping after dark.

Bartolotta came to try night opening after observing the way many of his daytime floor sales were going. "A woman would come in, perhaps to ask about an appliance we had featured. She would look it over and then, most times, she would walk out. If she bought, it was on second trip, after having consulted her husband.

When she did buy she purchased the single item she had originally come to see. She had what you might call authorization only to buy that. It was very difficult to uptrade her or to sell her an additional purchase.

It Takes Two to Sell Up

"We noticed, too, that on the occasions when her husband accompanied her that our salesmens' job was simpler. They could pin down the

(*Continued on page 120*)

At Baumer & Reddert's In Cincinnati They Get

Nine TV Sales From Every Ten Prospects...



BY LEADING them from limited display in front of crowded showroom . . .

IN Cincinnati, a city approximately 80 percent saturated with television, competition is increasingly keen. But at Baumer & Reddert's Appliance Store, nine out of every ten customers who come in to look at TV are sold.

Back of this phenomenal record are smart merchandising methods and a smoothly working sales routine, which revolve completely around a closed-in "Television Lounge" built right in the rear of the store. It's a small room, just 11 x 20 feet, but even though it represents only one tenth of Baumer & Reddert's display space, the television lounge accounts for 55 to 60 percent of the store's annual volume.

Its primary purpose is to display console sets in a background that shows off their beauty and performance to best advantage. But the room also provides the kind of atmosphere where the salesman and customer can relax and discuss television in comfort. "A sales talk in here has all the weight of a home demonstration," declares Robert Reddert, manager.

Here's how it works: When a customer comes into the store he sees only a few sets on the floor—just enough to keep him interested until a salesman can invite him back to the lounge. There, thick wall to wall carpeting and soft lights from lamps atop the sets create a living room atmosphere that makes it easy for the customer to visualize how the set will look in his own home. So effective is this method of display that the person who will refuse to buy a console is a real rarity. "During the last three months we have sold just one lone table model," says Reddert.

"Of course the television lounge doesn't put the consoles over all by itself," he adds. "The fact that we are located in an above average neighborhood means that many of our customers are more inclined toward a console to start with. And our salesmen explain to the others that for the few dollars difference they can have better resonance plus a good looking cabinet. Seeing the sets displayed in the lounge as beautiful pieces of furniture does the rest."



TO QUIET ATMOSPHERE and privacy of TV lounge . . .



WHERE SALESMEN demonstrate under ideal conditions

Keeping Prospects Unconfused

There is a good selection of sets on display in the lounge, but an important factor in Baumer & Reddert's record of closing with nine out of ten customers results from a lesson they learned the hard way, Reddert admits. "We originally carried eight leading lines of television," he explains. "But this succeeded only in confusing the customers, and too many of them got away. When we built the lounge two years ago, we reduced our lines to three. Now we have a wide enough range so that the customer can compare brands right in our store without having to shop further, and at the same time there aren't so many sets that people become confused."

With an ample, but not overwhelming, selection to choose from, it usually doesn't take long for a customer's attention to focus on one or two sets that are most attractive to him. Now is the time when the room's privacy and luxury give the salesman a helping hand. The customer is comfortably seated. If the weather is warm the air conditioner is turned on. Sound proofing keeps out distracting noise from the rest of the store. The salesman can go ahead and give the customer the sales story as though he were with him in his living room.

But with this one big difference: When a customer watches a TV demonstration in Baumer & Reddert's lounge, he sees it under conditions that are probably far superior to those in the average home. The lounge cost about $3,000 to construct, and a large portion of this money was spent in installations which would insure the best viewing conditions possible.

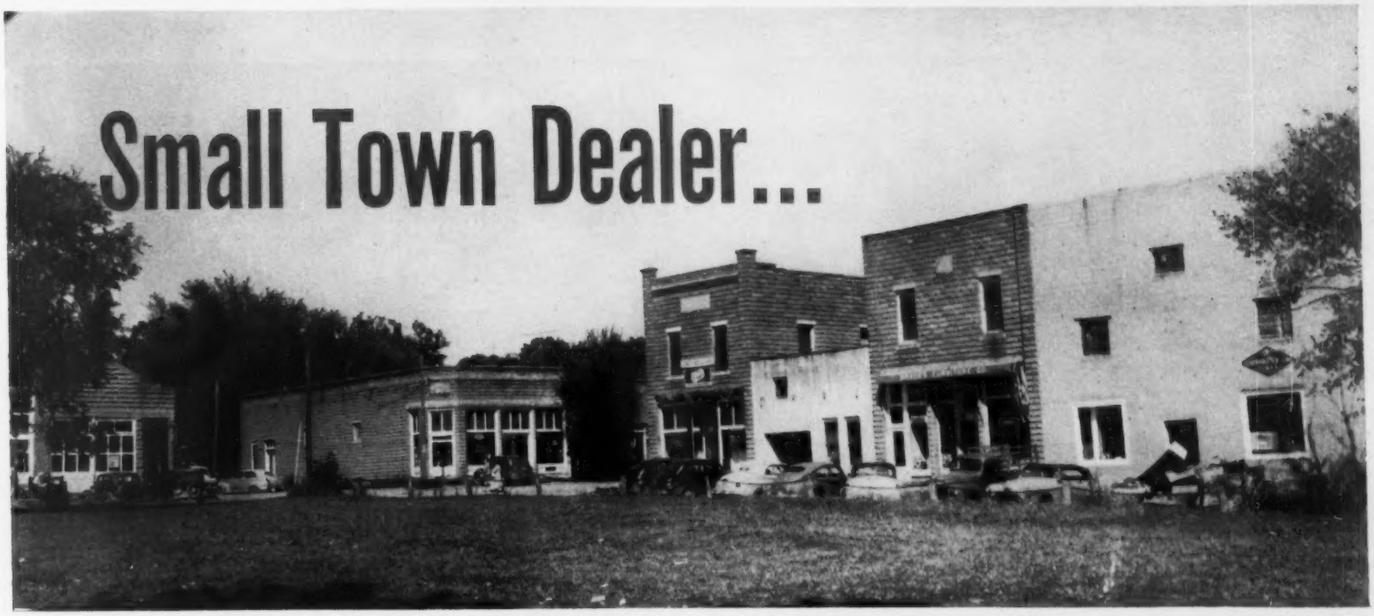
Minimum Interference

A special 20-foot fluorescent tube that runs the entire length of one wall provides a flattering light that prevents glare on the screens. Double plate glass windows eliminate disturbing reflections. And all wiring in the room is separate so that the hazards of interference, line voltage drops, and partial picture collapse are reduced to a minimum. Even the air conditioner has its own special line.

In order to make the signal stronger each television line comes in on a separate booster and resistance is put

(*Continued on page 124*)

Small Town Dealer...



DEALER Findley C. Grace is practically the whole town of Denver, Missouri as this picture shows. On the left can be seen warerooms and Grace's grocery store. On the right is his main store from which all of his appliance and furniture sales are made to buyers from the surrounding fifty mile county trading area.

..BIG CITY VOLUME

A volume of over $400,000 in a town of 150 people doesn't sound possible, but dealer Findley Grace does it in Denver, Missouri, by making his prices so attractive that his daily trade comes from a 50-mile radius

TWENTY years ago, Findley C. Grace, of Denver, Missouri decided he wanted to be a merchant.

With $200 that he borrowed, he opened his furniture store in 1932. The depression of the early 30's made everyone price conscious; young Grace felt he must offer something to attract customers. Intuition told him it was more important to buy right than sell right—so Grace looked for the ideal way to buy merchandise.

All By the Carload

"If I can buy at a saving, the selling will take care of itself," Findley Grace explains. "I buy all my appliances in carload lots. Buying in large volume saves money and we pass along our saving to our customer."

Grace has developed a habit of buying all his merchandise before the season starts. For instance, he has found that by waiting until refrigerators are the hot item, he'll be short when the distributors have all the dealers in Kansas City (100 miles south of Denver) and elsewhere to supply. So, Grace buys up large quantities early.

"It is pretty plain that the average customer is always looking for values . . .," Grace said, "and so are we. By buying merchandise in large lots (2 or 3 carloads), keeping our operating expenses below 10 percent, and delivering anywhere, you can't help but provide real value.

"For one thing, we don't make it a point to make each customer pay his share of our overhead. If we can operate at a low margin, than we can offer him merchandise at list price, and give delivery to anyplace in the area."

Grace knew that people around Denver had for years always gone to St. Joseph, Mo. and to Kansas City whenever they bought. Driving was not an obstacle to purchasing, no matter how small the item. He had to reverse the habit of city shopping and have them come to him.

How well Grace's idea works out can be shown by the volume of traffic he now gets from faraway towns. It is not unusual for a shopper to come 70 to 100 miles. In fact, Grace has a

(*Continued on page* 126)



SMALL SIZE town doesn't keep the sales floor from being "big size." Grace has over 20,000 sq. ft. of display space. Here Grace watches a range being sold.



ORDERS COME in fast when you've built up a county-wide reputation. Here Grace checks group of orders before assigning deliverymen in three trucks to start off.



DRIVERS are checked over roads that will save them lots of time. Each truck may carry enough merchandise for more than six or seven towns.



BANK KITCHEN is used by civic and farm groups, 4-H clubs and bank employees to turn out food for meetings. Co-op personnel help cook, also round up prospects.



KITCHEN USERS, developed into prospects by experience with appliances there, come to the Co-op store and become customers of manager William Lambright.

A Bank Buys a KITCHEN

The $3,000 kitchen in the Home Bank of Savannah, Mo., is not just another temporary lobby display set up by a dealer. The bank actually paid for it. Now it builds bank business and good will and creates sales for the Northwest Missouri Electric Co-op



THIS IS THE BANK that went out and bought a complete kitchen, then installed it permanently as a business builder.

WHEN a banker calls a dealer and asks him to submit prices on what it would cost to install a complete electrical kitchen in the bank, that dealer has every right to wonder what a bank wants with a kitchen.

But J. Ray Lambright, manager of the Northwest Missouri Electric Cooperative, and his son tendered a successful bid when Harold James, president of the Home Bank, Savannah, Mo., asked the question.

"Dad and I were happy to have our American Kitchen cabinets and sink, Westinghouse range, refrigerator, dishwasher and food waste unit selected over the bids offered by two other dealers," William Lambright, manager of appliance sales explains.

When Lambright completed the $3,000 kitchen in July, the Co-op put on a big breakfast for all the bank employees to demonstrate the new kitchen. Publicity for this unusual kitchen, installed as a business builder for the bank, was extensive. Pictures and stories were run in several national banking and farm publications, as well as local newspapers, including the well-known, *Kansas City Times*.

Bank Pioneers

"It may seem odd that a bank would want a kitchen installed," Lambright points out. "But Mr. James has been an energetic community improver ever since he moved here and took over the bank in 1949. It may be only a county seat bank, but it is pioneering in a new way of offering good will.

"Not only is the kitchen good for developing potential bank customers, but appliance customers, too. And, here is something important," Lambright adds, "there wasn't a single place in Andrew County that service clubs, farm groups, or the 4-H club could meet—at least not with facilities for serving food. Mr. James real-

(*Continued on page 132*)

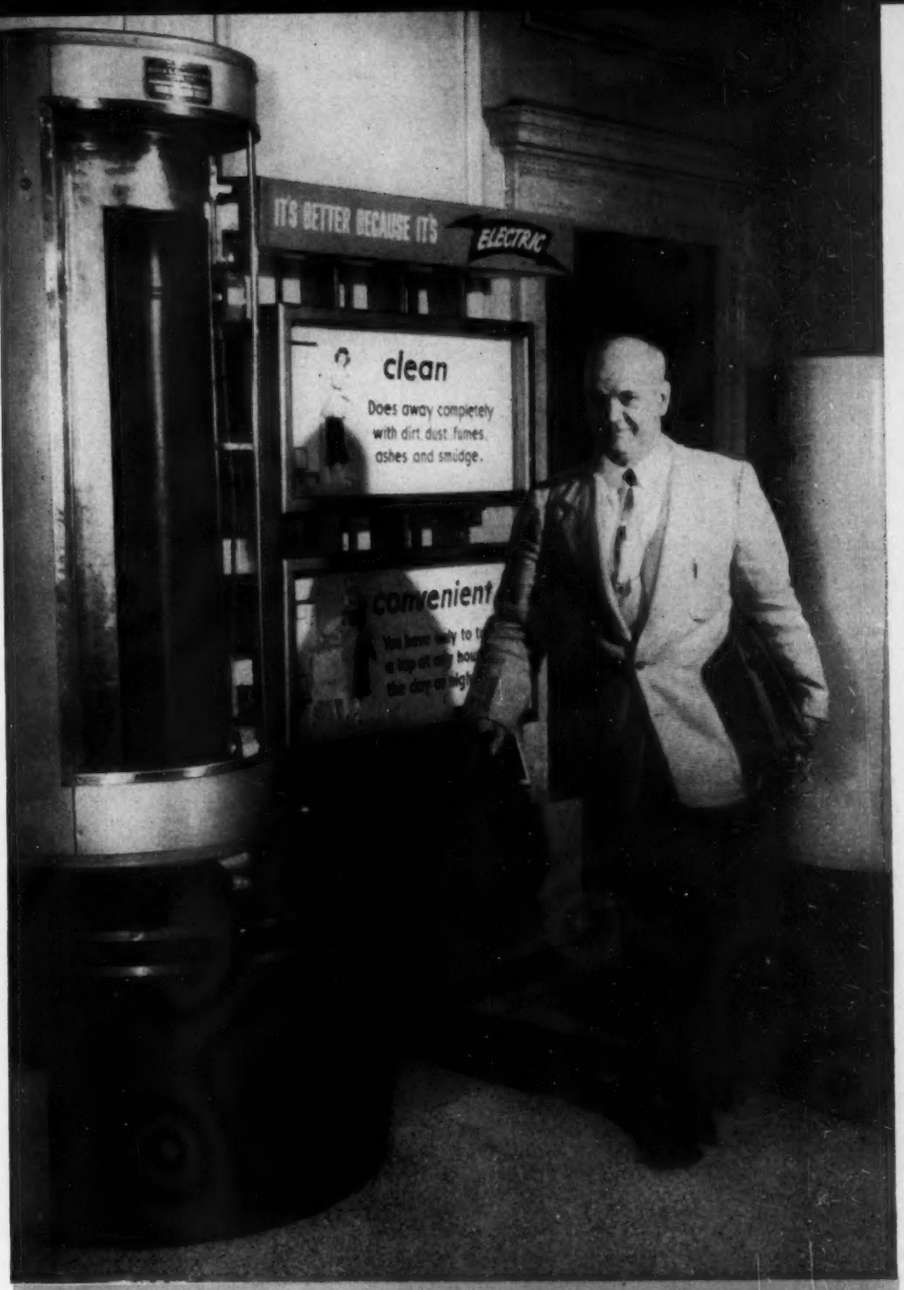


KITCHEN CUSTOMERS of the Co-op are people who live on nearby farms, often get their first contacts with modern appliances through use of the bank kitchen.

Water Heater Salesman At Work

Hartford Electric Light Co. gives its outside salesmen a tough assignment—sell people the water heaters they need, not those they think they want—and do it in such a way that dealers will benefit, too

By ROBERT W. ARMSTRONG



EARLY in the morning James Havens, a former bill collector and now star water heater salesman for the Hartford Electric Light Co., passes water display in lobby on his way out for a day of selling.

THE solidly built Irishman hard at work on this and the following two pages is James F. Havens, top water heater salesman for the Hartford Electric Light Co. of Connecticut.

When the company began to merchandise water heaters in March of 1950 Havens became a member of its three-man sales force and, despite a background of 20 years of bill collecting for the utility, sold a high percentage of the 200 units which was the utility's share of the 1218 units installed on its lines during the year. At the end of 1951, the first full year of operation, the company's outside sales force, now grown to four, and its inside floor people had sold 501 of the net total of 1420 water heaters installed in its area and Havens had sold the most, 122. In 1952, although total sales slipped to 1320 installations and the utility's share had fallen off to about 400 units, Havens jumped his own business to 148 heaters. The reasons were apparent: In 20 years of bill collecting Havens had made many more friends than enemies, he knew "almost everybody in town," liked outside work, and was used to making as many as 60 calls in one day.

Havens' and the utility's success in selling has been reflected in dealer sales, a fact which pleases dealer-relations conscious R. T. Mazzuchi, residential sales manager. The company's decision to merchandise, he admits, was made reluctantly and only because it seemed necessary to remedy certain imperfect situations. So he happily points out that in 1951, despite a national drop in water heater sales of 15 percent, total net Hartford area sales actually went up one percent and dealers not only sold more heaters, but they also sold bigger, more expensive ones. As evidence, he cites the fact that in 1950 two thirds of water heater sales were composed of units with galvanized iron tanks, only one third were the more expensive, nonferrous units. In 1951, he says, the proportion of non-ferrous tanks (stone, glass, and non-ferrous metal) jumped to 65 percent and by the end of 1952 units of this type were accounting for more then two-thirds of all sales.

"Dealers sold more heaters in 1951, despite the fact that we were merchandising," says Mazzuchi, "because our advertising and promotion helped stimulate public interest and because when our salesmen find a prospect who has previously contacted a dealer or been contacted by him they immediately take steps to help that dealer close his sale."

This concern over the dealer's share of the market and the utility's efforts to help it grow reflect Hartford's recognition of retailers as a vital part of its load building programs and its acceptance of responsibility in maintaining good relationships. Worsening these relationships was a possibility which made Hartford reluctant to sell water heaters at all. But, as outlined by Mazzuchi, the need was great:

"We went into the water heater business," he says, "because (1) water heaters were being sold which were too small for the needs of customers, (2) long-lived non-ferrous units were being neglected in favor of lower priced and more easily sold galvanized iron tanks which, in the presence of the 'hungry' soft water in our area, had extremely short lives, (3) dealers were not aggressively going after the water heater business, and (4) we wanted to help stop price-cutting.

"Dealers were making many sales from leads supplied by us and we were inheriting all the

(*Continued on Following Page*)

Water Heater Salesman at Work *(continued)*

difficulties caused by inadequate or inefficient units. Galvanized tanks in this area often last less than five years."

As a result of Hartford's activities, the heaters sold today both by themselves and appliance dealers are generally bigger, more expensive units than those sold before 1950. For example, 1,025 of the 1320 tanks sold in 1952 were in sizes of 80 gallons or over. Naturally, these large units bring high prices. The Utility's two best 80-gallon sellers, the A. O. Smith Permaglas unit and the Ford Steel Products Corp.'s Hot-Roc, sell for $199.95 and $219.95, respectively. Perhaps ten percent of their sales are Bauer & Co. units which, at $329.95 for an 80-gallon tank, are probably the highest priced heaters on the market.

Added to these prices is the cost of installation, which Mazzuchi describes as "our biggest hurdle. Our subsidy consists of an allowance of $47 for a change of wiring if the service is not adequate, $57 if the meter board is remote from the service entrance. Interior wiring is the customer's responsibility. The average cost of wiring and plumbing to the consumer is $66, $71 if the tank holds more than 80 gallons."

Large sizes and installation costs often push sales up over $300. For example, the Reardon sale which Havens is making in the pictures at right involved a $219.95 heater, a 2 percent sales tax of $4.39, $66 for installation, $35 for extra plumbing—a total of $324.64. Other pictures show a sale to Mr. and Mrs. John Mulcahy which totaled $402.35.

To answer the understandable objections to high costs and installation, Hartford's salesmen can point to low operating cost (resulting from an off-peak rate of 11 mills per kw.-hr.) and the obvious advantages of a quality heater which will give many years of trouble-free service. However, selling high priced merchandise at list is still not easy, even with the help of intensive advertising, and Havens and his fellow salesmen, whether following the leads provided by this advertising, by range demonstrators or their own old customers, or whether just plain pushing doorbells, have to earn their commissions with the kind of intensive, follow-through selling which Havens is doing on these pages.

SOME SALES



A QUICK SALE is the result of Havens' visit to Anna M. Reardon in office of State Police Commissioner.

SOME SALES



IN THE CELLAR of Mrs John Mulcahy, a prospect for over six months, he points out a variety of disadvantages in her outmoded heater (at left behind furnace).



RIGHT LOCATION for heater, he tells Mrs. Mulcahy, a woman who is hard to reach because she runs a dancing school and is often out, is under kitchen, bath.

CONTACTS...

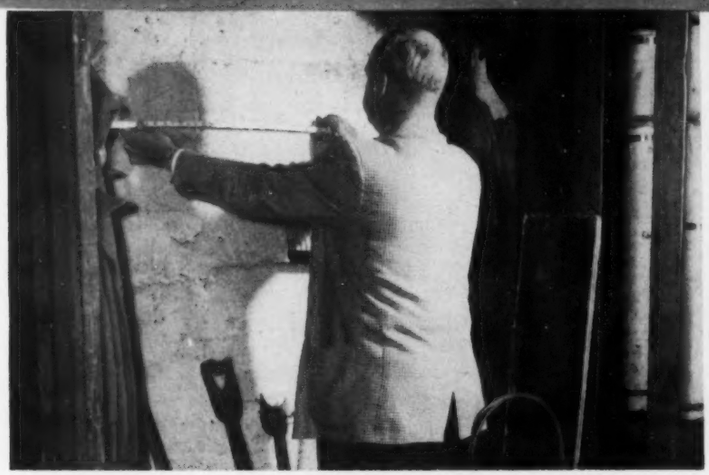


A PRIME PROSPECT for four 80-gallon heaters, John Real (left) owner of a grocery store and an apartment building, listens as Havens gives installation estimates.



SPOTTING plumber Howard Amidon in the street, Havens stops him to request that he visit a prospect's three-tenement house and estimate installation of heaters.

COME EASY



A BRIEF VISIT to the cellar of Miss Reardon's house gives Havens the information he needs on the location and size of unit needed to serve apartment she rents out.



FAST INSTALLATION requested by Miss Reardon is authorized by Havens' boss, William Holmes. Within an hour's time, Havens has completed a $324 sale.

COME HARD



ON TOP of a range sold by a local dealer who never followed up to sell water heater and other appliances, Havens makes his final pitch on operating costs.



ACTUAL CLOSING of the $402 sale comes after Havens has driven miles into the country to tell tobacco farmer John Mulcahy that his wife says OK if he agrees.

CALLBACKS AND DETAILS FILL HAVEN'S DAY



POST-INSTALLATION callback on Mrs. J. J. Fay, is made to check operation of 120-gal. Ford heater, ends up with both pondering disposition of old heater.



AT DAY'S END Havens meets other salesmen and bosses R. T. Mazzuchi, residential sales manager (head of table) and Bill Holmes to plan new sales. **END**



A COMPLETE STOCK of parts plus a $10,000 inventory in a thoroughly equipped 40 by 50-foot room, and four expert servicemen are the backbone of the operations of the Dennis Washer Co.'s activities in Wichita, Kansas.



SALES EMPHASIS is on construction features of the washer and owner John F. Dennis refuses to give soap-and-water demonstrations. But he personally sold 100 washers in recent 45-day sales period.

1200 WASHER SALES From Service Alone

Although the Dennis Washer Co., Wichita, Kansas, does no outside selling, follows no pattern in getting leads or closing sales and won't even give a live demonstration, it sells 1800 washers a year—1200 of which are directly traceable to the policies of its service department

"THE man who comes in and tells us his wife's washer is out of order, but adds that it is 'probably only a screw driver job that any tinkerer can fix'—that person needs a little educating."

So runs the opinion of John F. Dennis, owner, Dennis Washer Co., Wichita, Kansas, who speaks from the vantage point of nineteen years of automotive and washer repair experience.

Anyone who wanted a "tinker-fixed" job was just as unwelcome in the earlier struggling days as now when Dennis and his co-workers are rolling up 1,800 washer sales per year. At least 1,200 of the sales are the direct result of service department contacts. This dealer single-handedly sold 100 washers between May 1 and June 15.

"We're shooting for a $200,000 volume in washers this year," Dennis said, "and if we reach it, the credit goes entirely to the service department for building the firm name.

Service and More Service

"We do no outside selling," he added, "have no special devices for getting leads, follow no definite pattern for closing sales. People come through the front door because they know our reputation for bending over backwards to keep a customer happy.

"We have a 4-man repair staff," he said, "and not a rookie in the bunch. In fact, they all have twelve years or more washer-servicing experience. Our shop not only accounts for 60 percent of the sales, but it also is a profit-making proposition.

"We do no repairwork in the home for the simple reason that it is impossible to do a good job; too many times you wind up repairing a washer the way the housewife wants it done. Upshot of this is a dissatisfied customer.

"Newspaper and radio advertising are effective," Dennis went on, "however, I wouldn't trade 1,000 good customers for 1,000 full-page newspaper advertisements in the leading Wichita daily."

Strong points which have made the Dennis merchandising formula so successful are:

1. **Low overhead.**
2. **Hire no unnecessary personnel.**
3. **Employ only veteran repairmen.**
4. **Keep tools in top working order.**
5. **Keep a pin-neat establishment.**
6. **Contact old customers regularly.**
7. **Keep everybody happy.**
8. **Do precision work at all times.**
9. **Maintain a good stock of parts.**
10. **Stay open ten or more hours daily.**
11. **Handle only nationally-known lines.**
12. **Charge repair customers for actual time; eliminate free work.**
13. **Keep salesmen alert.**
14. **Watch trade-ins. (Too many merchants give away their total profit in trade-ins.)**

During the first two years of operation, the total inventory never got over $500. Acquiring a boring machine for re-boring wringer heads and rebushing them so he could hold the gears and shafts within precision tolerance, was the nettlesome problem the first year, Dennis says.

The present-day $10,000 inventory covers two leading lines of wringer-type machines, Easy and Whirlpool, and two automatic machines, Norge and Whirlpool. John Dennis was the first dealer in the country to win a free trip to Mexico City in a contest sponsored by the Whirlpool Corp. With a point allotted for each Whirlpool sold, he picked up enough points to win during the initial 20-day period of the competition. He also won a second trip to Old Mexico offered by the factory.

Recently modernized, the sales room covers 3,000 square feet. But the heart of the business is the 40 x 50-foot shop equipped with all modern automatic apparatus—lathes, boring machines, drill presses, grinders, milling machine, shapers, precision layout tables, gauges, and testers. About 200 repair jobs are performed in the shop each month.

Needed: Workmen and Stock

"Most washers in for servicing," the dealer pointed out, "need new shafts, post assemblies, gaskets, oil seals, gear, eccentric, bearings, solenoids and timers. Sometimes a rebore job is required. There are two requisites for turning out this type of work. First, experienced workmen, and second, a good stock of parts. Two of our men got their washer-servicing know-how from correspondence courses, but they know it from A to Z. Our parts stock runs about $10,000 and is one of the keys to our ability to turn out quick service.

"Low prices play absolutely no part in our formula for building washer repair volume," he said. We charge $10 for overhauling conventional-type washers, $15 for semi-automatic washers, get $20 on labor on automatics, and charge $4 for wringer overhauls. One of the angles consists of knowing when to do an overhaul job on a washer, and when to junk it. Our experience is if you give a customer good, fast service, he quickly forgets the price factor."

No Full Demonstrations

"Soap and water demonstrations are out," Dennis says. "We feel that about all the soap and water routine does is divert the customer's attention from what you're attempting to put over in your sales talk. We'd rather keep the soap and water stains off until the washers are in use in the customer's home. We seldom connect a machine and show it in actual operation, but take the position that you can convince a customer without hooking the machine up.

"We also steer clear of $1 and $10 down deals, and stay away from rentals and trial demonstrations."

The dealer keeps a small display

(*Continued on page 134*)

NOW! LEWYT ENDORSEMENT by NATIONAL INSTITUTE of RUG CLEANING*

spearheaded by biggest magazine ad drive in all cleaner history!

TIE IN AND CASH IN! When homemakers read that on top of the Lewyt's many features, it's also endorsed by the official organization of America's professional rug cleaners—they won't be satisfied with less! Promote and display LEWYT—identify your store as local Lewyt Headquarters! Your Distributor will have streamers, mats—*everything you need*—before the first ad breaks! Order them! Use them! Tie in with Lewyt and get set for a big, profitable Spring!

In the most concentrated barrage of its kind, Lewyt announces its sensational endorsement by the professional rug cleaners—with scores of sales-booming ads in these 18 top magazines!

1. Life
2. Saturday Evening Post
3. Time
4. Look
5. Better Homes & Gardens
6. American Home
7. House Beautiful
8. House & Garden
9. Living for Young Homemakers
10. Good Housekeeping
11. McCall's
12. Woman's Home Companion
13. Woman's Day
14. Family Circle
15. Today's Woman
16. Sunset
17. What's New in Home Economics
18. Forecast



*NATIONAL INSTITUTE OF RUG CLEANING, INC. is the official organization of professional rug cleaners. It is devoted to research and the solution of technical carpet cleaning problems.

Guaranteed by Good Housekeeping

Listed by Underwriter's Laboratories

DO IT with **LEWYT**

WORLD'S MOST WANTED VACUUM CLEANER

LEWYT CORPORATION, Vacuum Cleaner Division, Dept. M-3, 60 Broadway, Brooklyn 11, N. Y.



HEARING Ed Palmer, general sales manager of Dulane, Inc. explain a new sales campaign for Fryryte are Jerry Kaufman (left), Palmer (standing), and seated on the right, Kaufman partner, Dave Scharf; Bill Hopp, advertising manager of Dulane; and Joe Nelson, who is the eastern sales manager of Dulane.



ADVERTISING for the campaign is discussed by Bill Hopp (standing), with Dave Scharf. Here they discuss the ads in a previous promotion to see where they might be improved.

How A Manufacturer's Rep Works

How to get electric housewares sold is the job of a manufacturers' representative, but many put no effort at the dealer level. Jerry Kaufman & Associates in Pittsburgh, Pa., do

WHEN the average appliance dealer thinks of his manufacturer's representative, he often has trouble trying to remember the last time he saw or heard of him. Probably this could also apply to some distributor salesmen, but it certainly wouldn't be apropos of Jerry Kaufman & Associates, Pittsburgh, Pa. Kaufman's is not only well known to dealers but, because of his efforts, they sell more electric housewares.

Covering the market in the area of Pennsylvania, Ohio, West Virginia, and Kentucky, the firm pioneered the deep fat fryer, the broiler, the steam iron, and the floor polisher, respectively. Most of the 135 distributors they sell have been helped to get their promotions off to a good start, then supervised until it was carried out. The best way to sell appliances is to demonstrate, Kaufman thinks. Television is the key media now, he believes, and newspapers provide support for the TV punch.

The Real Difference

Instead of using television films or factory newspaper mats, however, Kaufman's makes their own. They personally write their own scripts, film the commercials and visit all their jobbers to plug the film and make sure that it is used at the right time.

Look at the sales results. In 1951, Kaufman's did a little over $2-million dollars of business, but in 1952 they pushed it to a record $4-million-plus. If you were to look on the retail level, you'd see where one dealer in 1951 sold about 400 deep fat fryers. But in 1952, his sales had jumped to 17,000 units.

The Kaufman organization is keyed around four or five lines. While one device is being plugged for a big promotion, another line is in process of being set up for another program. Out on the road most of the time, Jerry and his partner, Dave Scharf leave the office operation to manager Helen Quinn, and all advertising under the watchful eye of Dorothy Tellep.

The Extra Punch

The extra punch that has made Kaufman's merchandising more effective than manufacturer reps in other areas, is the idea of institutional advertising on a local level. One of the best ways of doing this Kaufman says, is careful checking on television time and getting a spot that will pull the best viewers for the least amount of money.

Studies such as pulse ratings for checking the TV listening is one way, but Kaufman's make their own survey. Instead of calling up people the following day, the method followed by most national surveys, Kaufman's call up while the program is on the air. By calling while the program is in progress, they have found in most cases, a more receptive prospect, giving them a more realistic survey of the entire city (with eight girls calling) instead of a marked off section.

What Jerry Kaufman and Associates try to do is create demand for their lines—Dulane Fryryte, Black Angus Broilers, Shetland floor scrubbers and waxers—and how they do can be seen in the ELECTRICAL MERCHANDISING photo-study which will be found on the following pages.



CHECKS by salesmen on the street is a good way to find out what consumers feel about a product. This method determines TV and newspaper ad strategy.



QUESTIONNAIRES are checked with dealers for effectiveness. Here the Kaufman salesmen listen to dealer Joe Stiglich of Domestic Appliance, Pittsburgh.

PLANNING A PROMOTION

Before each step in the development of a promotion for one of Kaufman's lines a general meeting is held by the manufacturers representative in Kaufman's offices. Getting any program of this sort under way entails a great deal of pre-planning and organization before starting. Consumers are generally checked by a series of surveys. Dealers are questionnaired as to ideas and suggestions which might be helpful in the advertising and promotion. Kaufman's believes that both the consumer and the dealer may have ideas which will be helpful in the final formulization and projection of the promotion, and carefully sizes up all such surveys and questionnaires.



TELEVISION survey is made by girls calling listeners to see if they are watching a certain program. Calls are then averaged and rated to gauge program's popularity.

TAILOR-MADE ADVERTISING HELPS SALES

Instead of using standardized television films that the manufacturer is usually in a position to supply, Kaufman's has made it a habit to make their own which will be tailor made for the market areas which they serve. Included in the preplanning of this important operation will be a consultation with their advertising agency, Whitman and Shoop, writing and rewriting of the films script, and finally shooting and editing of the film. During the entire filming of the production Kaufman and Scharf will be on hand to make last minute changes which they feel will improve quality of the final version.



SHOOTING film may take days, but Kaufman and Scharf make sure scenes are right. Looking over cameraman's shoulder is account executive Al Goodman.



LISTENING to the different "takes" made on the sound track. They are then carefully edited and approved by Kaufman before being dubbed in on the film.



SALES setup for Fryryte television program is gone over by Kaufman with Dulane's eastern sales manager, Joe Nelson. Here they discuss commercial to be used.

GETTING THE PLAN OPERATING

A promotion can be worthless without the proper enthusiasm from both the distributor and dealer. When Kaufman's get their plan going they start far enough in advance of the season to have worked out all the "bugs".

"Actually, we may start as far as nine months ahead of the fall season to get the plan worked out," Jerry Kaufman explains. We have the TV programs ready to be sure that the money we spend will pull the best results. We actually spend more in the summer to keep sales at an even pitch than in the other seasons of the year. Our job is to create demand for our appliances. We try to do a good job of institutional advertising to make the consumer fully conscious of the product by brand name.



CHECKING over the available programs that the agency had lined up with the TV salesman, Kaufman and Dave Scharf explain the films they want to reach the people who may be interested in buying their appliances.



PLANNING a sales meeting with the general manager of Pittsburgh's Graybar, Kaufman hears what time he can meet salesmen to show them some of films available for advertising or ones that they will use to support their selling program



GIVING out a pitch for the broiler, and fryer, Kaufman explains how they can earn extra dollars for themselves by boosting sales or through a special contest for distributor salesmen.

DEALER FOLLOW THROUGH

Following through with the dealer to be sure that he uses displays is the best way to make sure that the consumer will have full opportunity to see the product.

Salesmen from Kaufman's (about five are on the road) make dealer calls in addition to calling on jobbers to be sure that they are well briefed on the sales points.

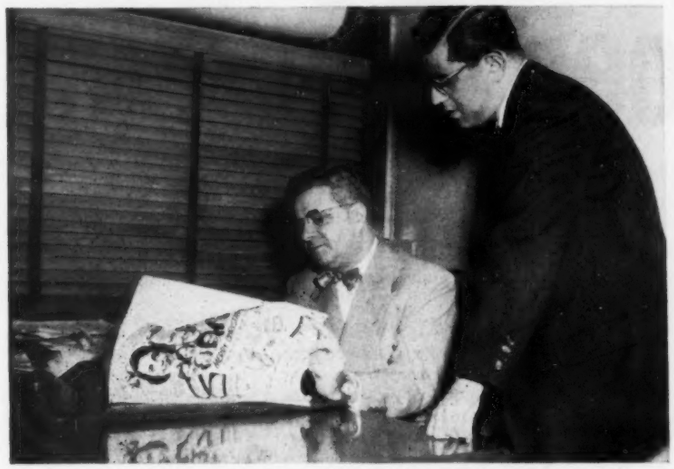
Sometimes the dealer can't afford television or newspaper ads, but can come through on the coattails of larger dealers by displaying the product they are advertising.



SALESMAN Fleischman drops in on salesman at Siegels Jewelry, Pittsburgh. Here he urges the use of a display stand to draw attention to fryer.



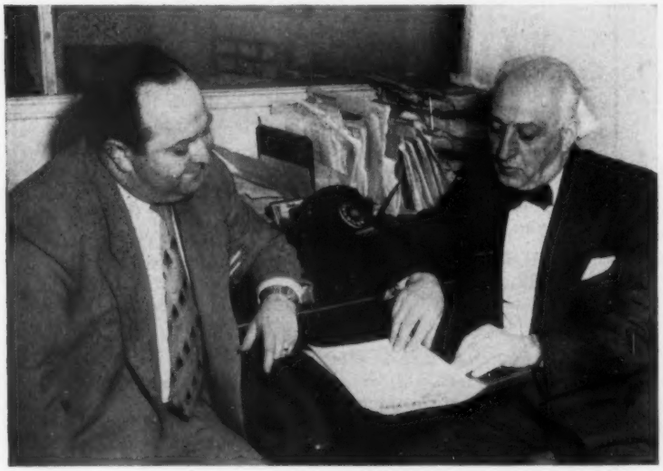
POINTING out good spot to set up display is part of the job. Here he recommends that the salesman move Fryryte display to spot by the door.



LIVE TV shows are another project. For Wilkens Jewelry Company in Pittsburgh Kaufman salesman Fleischman goes over with manager Lew Silberman ads for their mailing piece that will plug their daily advertising program—a live TV show.



KAUFMAN, Silberman and the agency executive watch the daily Wilken TV show. Here Jane goes through a pitch about steam irons. The next day she'll demonstrate a fryer, etc. One product is shown about every 10 days.



ABE GOLOMB, sales manager for the J. A. Williams Co., Pittsburgh, looks over and makes constructive comments on one of Kaufman's bulletins before they are given to dealers.



STORE demonstrations can be effective or they can be poorly arranged and executed. Here a Kaufman salesman watches the food demonstration that he has set up for Fryryte at a local department store in his sales territory.



GOING OVER the fine features of an appliance and sharpening up the sales pitch of the stores salesmen is important. On the left is the owner, Ralph Siegel who will also benefit from recommendations.



LOOKING over the mailing piece that Siegel sent out to all his old customers, Fleischman sees where money for co-op advertising is being spent. Instead of having spots on TV, Siegel feels that this type of media is more effective.

Special to Sparton dealers *and other fine TV retailers—*

Sparton goes all out in

If you are a Sparton dealer, you're about to reap the pay-off from one of the heaviest campaigns ever in LIFE Magazine . . . a color page a month, headlining Sparton dealers.

If you do not handle Sparton, now is the time to join some of the finest merchandisers in the land and enjoy one of the most sensible franchises in the business, too. Send coupon today.

This month, Sparton lets loose with one of the heaviest year 'round drives ever to appear in LIFE Magazine. And one of the most spectacular campaigns ever dedicated to the dealer.

Based on the theme, "As featured in America's finer stores", the program shoots a color page a month to LIFE's 24,000,000 readers . . . thousands of them in your own area.

Every page salutes the quality, services and prestige of the Sparton dealers, some of the most famous retail outlets in the nation.

You already know the power of LIFE, the magic of the retail tie-in, "As advertised in LIFE".

Now imagine this impact behind your Sparton franchise:

An average issue of LIFE reaches 7,550,000 of the non-TV households in the country.	**Two issues reach 10,450,000.** **Three issues reach 12,220,000.** **Thirteen issues reach 17,380,000.**

All this backed with LIFE promotions, LIFE merchandising crews, LIFE retail selling aids . . . LIFE *impact!*

And all the local results have to funnel to *you,* the selected Sparton dealer in your area.

There never was a finer time to be a Sparton dealer. See your Sparton District Merchandiser now for the "get ready" details.

There never was a finer time to take on the Sparton line. Send coupon now to see if the Sparton franchise is open in your section. Ride the bandwagon from the start.

SPARTON RADIO-TELEVISION, JACKSON, MICHIGAN

Now—line up the power of this great LIFE promotion with these benefits from the Sparton franchise . . .

A protected market. As a Sparton dealer you are one of a most highly selected group of TV dealers. You are guaranteed *exclusive* selling rights in your community or shopping area. Your local market is *yours* to surround. And now, all the LIFE merchandising wallop in your section will feed right to you.

Long discounts. As a Sparton dealer, you get what are probably the longest discounts in the business. With selected Sparton outlets, you are guaranteed volume plus healthy profits in a field where the net take hardly pays for the aspirin you sometimes need when the price wars on other brands are over.

Retroactive discounts. Sparton dealers get up to 3% retroactive discounts. Another break a dealer earns and should *get.*

Protection from dumping. No unloading of obsolete stocks by us on our dealers — *ever!*

Protected prices. Prices are guaranteed through specified periods. As a Sparton dealer, you know where you stand.

Direct-to-dealer selling. Sparton sells direct to you. For all practical purposes, you have a private brand, nationally advertised. No middleman to cut in on your profits, force you into "deals."

Low, customer-service costs. Spartons are famous for trouble-free performance, satisfied owners. Complaints, need for adjustments, nuisance service calls are practically nil.

Part of the new 1953 Sparton Cosmic Eye Television line-up—as advertised in **LIFE**



The 17" Danbury
$209.95



The 21" Clifton
$459.95



The 21" Cambridge
$629.95



The 27" Continental
$675.00



The 21" Gilmore
$339.95
(Mahogany Finish)

Here they are. Handsome, quality sets for quality stores. Featuring the most exciting name in TV today — *Cosmic Eye* Television. Here's a name right in tune with the public response to space ships, rocket travel and interplanetary exploration that's setting new sales records for everything it touches.

Sparton Radio-Television, Jackson, Michigan. Makers of fine electronic equipment since 1900. Also: Sparton of Canada, Ltd.; Sparton Automotive; Steger Furniture Company; divisions of The Sparks-Withington Company, Jackson, Michigan.

Inquire about the Sparton franchise. Send this coupon today.

Sparton cosmic eye television

B. G. Hickman, Sales Manager
Sparton Radio-Television, Jackson, Michigan

Without obligation to me, I'd like to find out more about the Sparton way of doing business. Please tell me, too, whether the Sparton franchise is available in my community.

Your Name_____

Your Store Name_____

Address_____

City_____ Zone____ State_____

LIFE for its dealers

Sparton Cosmic Eye Television
Spotlighted by America's fine stores



for its ***Vivid realism***

Above, the beautiful blonde Sparton 21" Courtland in special display setting featuring Sparton realism. Look for your Sparton Cosmic Eye TV dealer among the quality stores in your community.

for its ***Performance***

Sparton
cosmic eye television

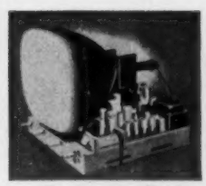
SOLD IN SUCH FINE STORES AS:
John Wanamaker, New York, New York
The Dayton Company, Minneapolis, Minnesota
The Higbee Company, Cleveland, Ohio
Meier & Frank Company, Inc., Portland, Oregon
And other quality stores across the nation



Thrill to a new concept of TV performance, Sparton Cosmic Eye Television. Get reception so clear it's like seeing the show through an eye in the sky. Key to Sparton performance is attention to engineering detail.



Sparton makes many extra assembly steps by hand, to assure perfect fit, solid connections, total operating excellence. Parts as tiny as the head of a pin are put in place to stay; you get trouble-free performance.



No wonder Sparton Cosmic Eye Television is displayed and sold by the better stores that naturally feature quality brands. Check the Yellow Pages of your phone book for address of your nearest Sparton dealer.

SPARTON RADIO-TELEVISION, JACKSON, MICHIGAN. MAKERS OF FINE ELECTRONIC EQUIPMENT SINCE 1900. ALSO: SPARTON OF CANADA, LTD., SPARTON AUTOMOTIVE, STEGER FURNITURE CO., DIVISIONS OF THE SPARKS-WITHINGTON COMPANY, JACKSON, MICHIGAN.



You'll miss a golden opportunity if you don't display the famous Hurricane line next spring. Dealers find Hurricane a cinch to sell. Customers are overwhelmed by the superior quality of these precision-built rotary power mowers . . . quality that has never failed to prove itself in sales.

The fact that Hurricane is a big-profit, big-volume line has been established again and again. Why else did Hurricane dealers double and even triple their orders last season?

If you're interested in making more money on power mowers, it will pay you to stock the Hurricane line. Get the straight story on these easier-selling mowers today. Send the coupon below for complete details.



Hurricane Junior — 18" replica of the big Hurricane. Trim, lightweight — for small and medium-sized city lawns. 2 h.p. engine.



Hurricane Glider — the economy model. 2 h.p. engine — 18" cutting swath. A top-quality mower at a budget price.

Engineering Features That Gear Hurricane For Quick, Easy Sales

• 4-cycle, 2 h.p. gasoline engine • automatic governor control for constant engine speed • full-floating friction drive • adjustable cutting height — ½" to 3½" • 4 large, equal-diameter wheels • special hinged safety guard and grass throwout • folding handle for easy starting and storing • parts and service always available

Parts Always Available

Spare Hurricane parts are always in stock. Orders shipped the day received. All new modifications fit any model in the line — no matter what year it was produced. No Hurricane ever becomes obsolete!

Hurricane ROTARY POWER MOWERS

National Metal Products Co., Inc.
Dept. E-11 2722 Cherry Street, Kansas City 8, Missouri

National Metal Products Co., Inc.
Dept. E-11 2722 Cherry Street
Kansas City 8, Missouri

Show me how the Hurricane line can make me more mower money.

Name.....

Address.....

City..... State.....

750 Rebuilt Refrigerators a Year

CONTINUED FROM PAGE 77

and placed on a test bench for a minimum of 72 hours before reassembling. Meanwhile, the cabinets, stripped of hardware, move to the paint spray shop, where they are sanded, given a rust-proofing treatment, and from two to three coats of white enamel. Economies effected through the use of part-time servicemen, "batch paintings" and large volume paint purchases have made it possible to hold the per-refrigerator price of refinishing down to around $8, Wade says.

"It isn't the paint, but the accessories and labor which elevate refinishing expense," he asserts. "For example, the masking tape used on most boxes actually costs more than the paint itself. We have designed ways of cutting down on masking tape use, on the amount of handling requirements, and our costs have grown lower every year."

Twenty Units a Week

There is no such thing as a standard rate of production in the Harry J. Lewis Company's well-equipped refrigeration repair shop in the right-rear corner of the building. Refrigerators may require anywhere from one hour to six hours work, and production can vary anywhere from 20 to 50 refrigerators a week. Usually, the figure is somewhere near the low end of the scale. All, however, must be as eye-appealing as modern methods can permit. One example of how this has been accomplished has been the spraying of all shelving in rebuilt refrigerators with a chrome aluminum paint, proofed against corrosion, which looks as well, if not better, than the original finish, and which goes a long way with selling fussy housewives.

The tremendous stockpile of used refrigerators is decimated steadily during the winter months, many of the boxes moving to the trade-in annex to the left of the new refrigerator showroom and others going back on the storeroom floor until needed. This annex, 15 feet wide by 50 feet long, can accommodate some 40 used boxes, an equal number of ranges, washing machines and other rebuilts. Incidentally, washing machines are refinished the year around in the rear repair shop, since there is little seasonal balance in this field. A many as 250 will be rebuilt and resold through the trade-in annex.

New Markets for Trade-Ins

While in the past, minority groups, such as Negroes and Mexican agricultural workers, accounted for a large part of Lewis' outstanding trade-in volume, higher costs of living have led to a "different concept" in advertising and promotion which the dealer has used for the past two years. A lot of young married couples who formerly would invest in a lower-priced new refrigerator, are now content to buy a good reconditioned box instead, Lewis points out. Similarly, the Waco area has experienced a tremendous population increase with the establishment of two military centers nearby. Military personnel, who at best can plan on only a few months at a single station, are ideal customers for good quality rebuilt refrigerators, which they will use for an indefinite period and resell themselves before leaving.

"For that reason we concocted an advertising slant which is based on the saving possible in purchasing a top-flight rebuilt," Lewis says. "We are using radio almost exclusively for it, since we have found the best results there. We no longer use advertising which plays up brands or sizes. Instead, on radio station WACO, we use spot playlets several times per day. The first spot consists of a man and woman talking, the man admiring the lady's new hat. She points out immediately that the hat represented no extra expense because she saved around $150 through the purchase of a good reconditioned refrigerator at the Harry J. Lewis Company. That one has gotten us good results. The second type of spot consists of a housewife calling a friend on the telephone, chortling over the amount she saved on the price of a new refrigerator through purchasing a perfectly reconditioned box from our annex. Frequently, we invite the housewife to take a summer vacation trip on the savings which she can achieve in the purchase of a trade-in refrigerator, and we're happy to say a lot of women have taken us up on the offer. While I get a bit of friendly kidding from dealers and suppliers, it appears to me that we have hit just the right note to boost our trade-ins sales."

Profit Is Moderate

The Lewis Company maintains an outside sales crew of seven men, rotating through regular "floor days" and all of them are paid the same commission on used refrigerators as new. They are constantly offered trade-ins and swap deals of this sort are involved in some 75 percent of all new refrigerator sales. Lewis does not believe in allowing salesmen to make individual deals, however, and the trade-in box must be appraised either by himself or salesmanager Massey. Allowances offered are definitely "premium" and are designed to bring in good condition used refrigerators which can be sold from upwards of $99.50. A one-year guarantee is given on all refrigerators which sell over this price, 90 days on boxes below $79.50.

Profit on used boxes is described as "moderate, but satisfactory" by the central Texas appliance dealer, who is particularly proud of the fact that the new refrigerators sold each summer season represent "clear, clean business" with no losses ascribed to over-optimism in the matter of trade-in allowances.

"We're selling used refrigerators in every population bracket," he says. "With this sort of a system, we actually need more trade-ins than we have been able to get." *End*

A PRODUCT OF AVCO MANUFACTURING CORPORATION

"ON THE BEAM" WITH CROSLEY TV

You can see it BETTER on a CROSLEY

AMERICAN KITCHENS
CROSLEY HOME APPLIANCES
CROSLEY BROADCASTING CORPORATION
HORN
LYCOMING
NEW IDEA
SPENCER HEATER

"Pulls Customers In and Makes Step-up Selling Easier!"

SAYS PETE KAISER, HARRISON, OHIO, CROSLEY DEALER. HE'S TALKING ABOUT CROSLEY'S FAST-SELLING 17" TABLE MODEL.

"You know what it is that gets 'em?" says Pete Kaiser of Kaiser Appliances, Harrison, Ohio. "I'll tell you. The thing about the Crosley 17 TOL that pulls window shoppers into my store time after time is the combination of that beautiful wood cabinet with the price of only $199.95.

"Most people prefer wood cabinets because they think of a TV set as an important piece of living-room furniture. Why should they take plastic or metal when the same price gets them a cabinet made of fine wood? So when they see the Crosley 17 TOL in my window, they get interested. They come in and ask about it.

"It's a honey of a set to start a sale off with. The 17 TOL not only looks nice, it acts nice. It gives a beautiful performance in every way. I can always be sure it will bring in a clear, sharp picture. That means a lot. And if the 17 TOL is the set a customer buys, I know he'll be completely satisfied with it.



"But more than that, it's terrific bait for the rest of the line. Crosley's small price step-ups of only $20 for a 21" table model, only $40 for a 17" console, are pretty easy for customers to take when they're half sold already."

"WE CAN SELL 'EM A CROSLEY ON JUST TWO POINTS ALONE!"

say Jack & Gene Weihl, Marietta, Ohio, TV dealers

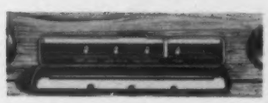




1. ALL-CHANNEL RECEPTION

"Crosleys with built-in Ultra-tuner aren't just *'Ready* for UHF and VHF reception' . . . they've *got it now!* These sets will get every station in range at the turn of a dial. When we tell customers that they won't have to buy a converter or call a salesman to replace a tuner strip each time a new TV station opens, it's a mighty strong selling point."





2. REDUCED SERVICE CALLS

"There's no need to call a serviceman to make minor adjustments on a Crosley TV. We show customers how they can do it themselves. Auxiliary controls are out of sight, but in easy reach. On Custom sets they're right behind the hinged dial panel, and on De Luxe sets they're clearly marked at the rear of the chassis."

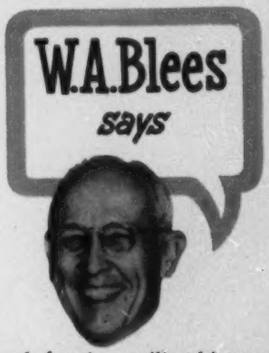
But remember—there are 10 reasons why your customers can

"SEE IT BETTER ON A CROSLEY"

POSTER PUTS OVER CROSLEY STORY FAST



If you roll along in a car, this Crosley poster grabs your eye. If you walk down a street, it swipes the stage from any other poster in sight. Quick as lightnin' it makes the point: "You can see it better on a Crosley."



"Never before in retailing history has a major product of American industry had the enviable sales future that television possesses today. In slightly over five years television has captured the popular fancy and established itself as a virtual necessity in the American home.

★ ★ ★

"During this time 23,000,000 television receivers have been sold at a price of 8 billion dollars. Yet 40% of the public is still without this new entertainment and information medium.

★ ★ ★

"There are virgin markets in over half the area of the United States. In both new and established markets new VHF and UHF stations are creating sales of new sets, converters, and antennas. Trade-ins and second sets are becoming more and more commonplace.

★ ★ ★

"Despite this growth, TV is still in its infancy. Its best years and best sales opportunities are still ahead. Advances with printed circuits, transistors, and color television developments will put television in even more demand.

★ ★ ★

"We at Crosley are gearing our production facilities to TV's future.

★ ★ ★

"Our master plan for expansion includes setting up to manufacture 3,000 or more television receivers daily. We expect to see a national total of over 50,000,000 television sets in use, and we have accordingly laid our plans to capture a large share of that market. We know that to do this volume we must have a sound and profitable dealer organization and support them with fine products and fair policies.

★ ★ ★

"Crosley is now spending millions of dollars in attractive and effective advertising and promotional aids to help dealers build traffic now—to create a predisposition among consumers to buy Crosley's popular TV receivers now and in the bright TV future."

"ON THE BEAM" . . . . . *with* CROSLEY TV

"IF CUSTOMERS DON'T COME TO US . . . WE GO TO THEM!"

SAYS BROOKLYN DEALER WHO SELLS CROSLEY TV DOOR TO DOOR

"You can't depend on store traffic alone to make sales—you have to go out and find the business." That's the reason Herman Warembat of Brooklyn's L&P Electric Co. gives for his large door-to-door sales operation.

L&P's alert selling plan discovers TV prospects by phone-probing *before* salesmen make personal calls. Specially trained phone operators canvass a chosen area. They ask, "Did you see any programs last night on Channel 4 (or 2 or 7, as the case may be)?" and "How is your TV reception in general?" Thus they find out which families have no TV, and which families are having trouble with their set.



If you're passing by, the well-lighted windows and glass-front doorway of L&P Electric Co. pull you in. And for those who don't come by—L&P sends out salesmen to sell Crosley TV "door to door!"

Such phone calls lead L&P's salesmen to pay dirt. Salesmen offer a free home trial of Crosley TV and a free 30-day service contract with every Crosley purchased.

Mr. Warembat says this plan would flop if the sets didn't perform well. "Crosley TV lives up to promises. Crosleys give the clear, steady picture people like."

Crosley sales—and L&P profits—have been mounting ever since this door-to-door plan was started.

TUNING IN THE DEALERS



"Sometimes a shopper will come into my store alone to look at Crosley TV sets. Then the shopper wants to go home and consult husband or wife before making a decision. If that's the case, I tell the customer I'll send a Crosley set out to the house for a free demonstration, saving the family a trip to the store. Every retailer knows that once a customer leaves his store, the sale is likely to be lost; but once I get a Crosley set in the home, it sells itself."

James E. Luby, salesman
Maisel's
915 Broadway, Buffalo, N. Y.

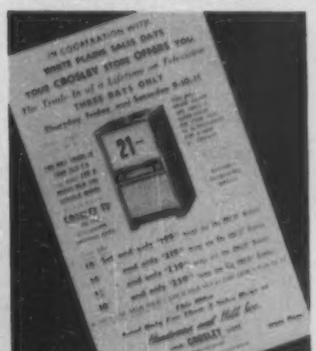
★ ★ ★



"In side-by-side tests Crosley TV sets hold the picture better. We've found that for fringe-area reception you can't beat a Crosley. The sets are easier to operate and give a good picture with a minimum of interference."

Ed & Ralph Hess
Hess Brothers
Jackson, Ohio

Interesting Ads from Crosley Dealers Around the Country



"An old 10" set with only $259 brings you a new 21" Crosley TV . . . an old 14" set and only $219 brings you a new 21" Crosley TV" . . . Henderson & Hill of White Plains, N. Y., tell exactly what they allow—size for size—on any old TV set when traded in on a new Crosley.



Rollman's—Cincinnati, Ohio, department store—enlarged a picture of a 21" Crosley Console to the size of a *whole* newspaper page. No newspaper reader could miss it. Crosley's selling features appear in the screen; the price is printed on a giant tag.



Bob Gross of Cook & Nichol, Inc., Memphis, Tenn., knows the value of personalizing his advertising. He uses poems. Bob's verse in this ad tells readers about televised football games—and that they can see the games *better* on a Crosley TV.



★ ★ ★ ★ ★ ★ ★ ★ ★ ★

SALES HINTS

from Forbes' Diary
Can you use 'em? . . .

Show off your wares, not yourself.

★ ★ ★

Success recipe: A clear head, warm heart, willing legs.

★ ★ ★

"What will it do for us?" That, always remember, is what interests buyers.

★ ★ ★

Don't be afraid to ask for the order.

WIN $5.00

with your best sales story

"Although my store has a separate room for repair work, there is a large, well-equipped service bench at one side of the sales floor. I use it to show customers just exactly what is wrong with their appliances, radios, or TV sets. People have more confidence in my work—and in my store—when they can watch actual repairs being made. "When I have to make TV service calls in homes, I have another way of gaining customer's confidence. Each part that's taken from the TV set—even if it's as tiny as a condenser—is returned to the owner."

Paul Coderre
Coderre Appliance Co.
Auburn, Mass.

Lead with Preway electrics

dynamic in style

automatic in features

magnetic in price



Model 35322
fully automatic push button controls, high voltage seven heat calrod burners, deep well, double oven, two deep storage drawers.





Model 35323
high voltage burners, deep well, fully automatic, storage compartment and drawers.

Model 35321
high voltage seven-heat calrod burners, deep well, fully automatic push button controls. See open view.



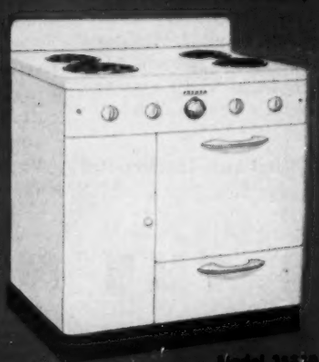


Model 35327
features large double oven and double storage compartment.

Model 35393
carries many convenience features.



and Preway new Gas Ranges give you every opportunity to sell aggressively



Model 35370
finest, fully automatic oven with automatic oven light, seven-position, high vol-tage burners, oven lighting and storage compartment.



Model 35397
fully automatic four-burner apartment range.

Model 35395
a great performer in a 32" size.

YOU'LL find Preway a literal golden opportunity to *merchandise* electric ranges. In every category of selling — features, performance, construction; in every bracket you sell in, Preway electrics give you the initiative. They put you out in front of competition with a brand of VALUE that's unmatched in the industry. Nothing builds your business better, or faster . . . or puts it on more solid ground, than *demonstrated leadership.* And Preway provides it, convincingly — at your full profit margin.

So investigate Preway, as hundreds of alert dealers already have . . . and come to your own conclusions. A call, or a letter, will bring you the happy facts.

PRENTISS WABERS PRODUCTS CO.
9353 SECOND STREET, N., WISCONSIN RAPIDS, WIS.

The high profit, big volume, no trade-in line

Republic



The Only ALL-NEW Kitchen Line On The Market. New as tomorrow. First models now rolling from production lines after million dollar retooling program. Styled for 1953...and '54... and '55. Clean simple beauty. Rounded edges, corners, drawer interiors. Tasteful stainless steel handles on sink and counter cabinets. New selection of pressed-steel, porcelain-enameled sinks.

Biggest Selection Of Styles And Sizes. More sink cabinets . . . more counter cabinets . . . more wall cabinets . . . more special purpose cabinets than ever before! Peninsula cabinets . . . corner spinner cabinets. Modular designed in 3-inch multiples. Fillers and spacers complete every last kitchen inch. Help you sell standard units that give kitchens a "custom-made" look.

Accessories That Sell Kitchens. Half-round counter-end units for attractive kitchen "islands" or work desk. Pop-up mixer shelves. Drawer inserts for dozens of uses. Sliding inner drawers hold roasters, toasters, pots, pans. What-not shelves dress up wall cabinets. New built-in lighting package . . . silver storage trays . . . cup hangers . . . wire racks. Many more conveniences to help you sell.

Designed And Built To Last—No Service Problems For You. All-steel construction. No warping, no swelling, no sagging, no splintering. No painting, ever. Exclusive baked-on Perma-Finish enamel won't crack, peel or flake. Won't stain. Bonderized to resist under-enamel rusting. Exclusive R-53 insulation makes doors and drawers whisper-quiet. Genuine Formica counter tops are practically immune to damage. Republic Steel Kitchens stay sold!

IT'S THE NEW BIG NAME IN

Steel Kitchens

You Can Make Big Money as a REPUBLIC STEEL KITCHENS DEALER

● **High Profit Margins**—Republic Steel Kitchens carry a higher margin of profit than most other appliances.

● **Low Initial Investment**—You get into the steel kitchens business in a big way with a moderate original investment in stock and display . . . much less than that required for other appliances.

● **High Unit Sales**—Steel Kitchens sales bring you high dollars—often add up to as much as $1,000. And, these sales step-up your volume in companion kitchen and laundry appliances.

● **No Trade-In Losses**—Republic Steel Kitchens sales are "clean deals". No need for you to trim profit margins to unload trade-ins.

● **Easy Financing**—You can sell Republic Steel Kitchens jobs on F. H. A. Modernization contracts. Low down payments. Long terms. Low interest rates.

● **No Service Problems**—No mechanical parts to go wrong. No motors. No wiring. No call-backs. When a Republic Steel Kitchen goes in, it's in to stay.

● **Infrequent Model Changes**—No annual model change-over losses for you to absorb. This Republic Steel Kitchens line is new right now. Newest on the market. No need for you to trim selling price and profit to move "last year's" merchandise.

People will be asking about Republic Steel Kitchens. Get set NOW to sell them. Write for the complete profit-making story.

BERGER MANUFACTURING DIVISION
REPUBLIC STEEL CORPORATION
1012 BELDEN AVENUE • CANTON 5, OHIO

Distributor Inquiries Invited



STEEL KITCHENS

REPUBLIC STEEL
Kitchens

WEST BEND

Stainless Steel mixing bowls

They laugh at knocks and tumbles!

Mixing bowls are big business!

¾ QT.
ONE-BEATER BOWL
For portable mixers or one beater of a standard mixer. For eggs, small amounts of frosting, warming or melting foods on range. Retail $1.45.

1½ QT.
QUICK-WHIPPER
Made to order for mixing mayonnaise, whipping cream and beating egg whites. Note the smooth rolled edges on these bowls. Retail $2.45.

3½ QT.
BUSY-BEE BOWL
Here's the one for those thousand-and-one daily uses. For cake mixes, waffle or pancake batter, washing vegetables, storing food in refrigerator. Retail $3.50.

5½ QT.
TV STAR
A rising young television attraction, this bowl is being used on homemaker shows all over the country. It's the big, ample bowl housewives have been wanting. Retail $4.50.

Set of
¾, 1½, 3½ Qt. Bowls,
Retail $6.75

1 PINT
BOWLETTE
Handiest little bowl anywhere. Holds popcorn, stores food. Serves breakfast food. At home in refrigerator or on range. Set of 4 retail $3.95.

MIXERS AND MIXES MAKE BIG MARKET FOR THESE BOWLS

Statistics show 11,565,000 electric food mixers sold in a 10-year period. Popular new mixes are boosting cake-making at a terrific rate. Those are parts of the great big market for mixing bowls — bowls such as these models by West Bend. They're made of unbreakable crystal-bright stainless steel — for a lifetime of service.

WEST BEND ALUMINUM CO.
DEPT. 353, WEST BEND, WISCONSIN
MAKERS OF THE *Flavo-matic* . . . THE AUTOMATIC PERCOLATOR

New Deal For Dishwashers

CONTINUED FROM PAGE 78

be with company she had invited in.

On kitchen remodeling jobs there is another angle to a closing. The price of a dishwasher is $339. "But," explains the salesman, "It takes the place of a $60 cabinet and a $30 formica top. It actually costs you only about $249."

According to Nye, 50 percent of the customers buy a sink and dishwasher combination; 10 percent buy roll-aways; 25 percent, free standing dishwashers, and 15 percent purchase drop-in dishwashers to go with custom made kitchens.

Plumbing Situation Not Licked

At first impression, it seems logical to believe that the Minnesota crowd has conquered the plumber situation which hoodoos so much dishwasher progress.

"This is an era of union domination," said Nye, "and I think the pendulum has swung too far. Elcon has offered plumbers $75 flat for dishwasher installation, without takers. They all want time and material, which runs the price up from $145 to $165, even though it actually takes very little more than a day to install."

As a result, in city areas about 50 percent of the purchasers do their own work, and Elcon helps them with simple instructions.

When George F. Nye first took on dishwashers, he experimented in his own home to see how difficult the job is. Drilling a hole in the kitchen floor, he hooked up a rubber hose to the drain of the dishwasher, and dropped it into the laundry trays in the basement. Job still runs perfectly.

In Rochester, Minn., in cooperation with the dealer there, installations were made with copper tubing, saddle tee adapters and rubber hoses to the basement laundry trays. All this was easy for the dealer to do. However, the plumbers' union there dragged out the code and had this type of installation stopped as unsanitary, although the water is flushed out of the dishwasher at close to 180 degrees, which is pretty sterile, especially when a lot of detergent is present, and the quick flush permits no grease to cling as in a slow drain, and laboratory scrapings of the hose revealed no trace of bacteria present.

Still, no deal has been possible with the plumber's union, and half of the metropolitan buyers still do their own installing. Needless to say, there is a lot of "moonlight plumbing" being done by journeymen plumbers. No trouble is reported in small towns.

A Dealer's Viewpoint

Jack Young, sales manager for Oskey Brothers, 2250 University Ave., St. Paul, tells how the dishwasher business works out for that firm.

"First of all, we sell Geneva kitchens along with major appliances, and pick up a lot of leads that way. Every prospect who comes in is carded, and followed up within five days. We get our dishwasher leads from old customers, from builders, from newspaper advertising of deals and from motorists who see the giant lettering on our windows.

Young points out that the firm's men work on a 12 percent straight commission, and the firm does 65 percent of its business at night. There is plenty of free parking space. "These fellows are hungry for money," he said. "Four percent and $50 a week would give them more security, but not as much money—and where there is dough to be had, they are willing to beat the bushes."

Oskey Brothers sell five combination dishwashers a month, and two free standing. So far, no roll-aways. Best pulling offer was a free food waste disposer with an Apex Dish-a-matic sink. *End*



"NOW I UNDERSTAND WHY DEMONSTRATION MODELS ARE CHEAPER THAN NEW ONES"



ALL NEW EASY Automatic Clothes DRYER

with Single Selecto-matic Dial!

HERE'S the dryer your customers have been waiting for...with the *field-tested* features they want! A dryer with the best known name in the whole home-laundry equipment field... the *one* name that has meant *nothing but* home laundry equipment to millions of women since 1877. It's got Single Selecto-matic Dial that delivers the *exact* dryness needed for any fabric...with the *fastest per hour evaporation rate* of any dryer! With the new 1953 Easy Spindrier, it's a sales-winning team that: (1) Dries clothes *faster,* and (2) Saves money... what she saves on the Spindrier helps pay for the Easy Dryer. Gas or electric models. Easy Washing Machine Corp., Syracuse 1, N. Y.

EASY

HOW TO MAKE MORE

SELLING PALMER



Home owners are no longer willing to endure scorching hot days—unbearable restless nights when heat makes sleep impossible.

Thousands have sought relief by installing air conditioning equipment, but millions of home owners either cannot afford such equipment or are unwilling to pay the costs involved.

The answer is simple—

SELL THEM INEXPENSIVE, EFFICIENT, LOW COST PALMER COOLERS

By actively promoting Palmer Coolers, you are opening up a virtually untapped market—one that can mean big vol-

Money...

COOLERS

ume—big profits for you. Either the Sno-Breze or Palmaire line of coolers covers your complete market. These lines include compact coolers for a single room —larger coolers for office, store or home—giant coolers for industrial plant or theater.

These coolers are manufactured by the Palmer Manufacturing Corporation—pioneer in evaporative coolers and America's largest manufacturer. They carry the Good Housekeeping Seal of Approval.

Palmer coolers are backed by a complete advertising and merchandising program. Let this line of modern coolers make money for you. Mail the coupon.



Palmer Manufacturing Corporation
2200 W. Filmore Street
Phoenix, Arizona

Please send me information on Palmer Coolers. I am interested in ☐ A Distributorship ☐ A Dealership

Name.....

Company.....

Address.....

City.....Zone....State.....



They Sell Floor Polishers

CONTINUED FROM PAGE 83

The Lewis brothers have found dropping a hint about floor polishers when someone calls in to inquire about TV, service work, etc., can stimulate interest. Since a majority of the sales have been made to old customers, Wagner Electric hasn't needed any promotion, other than direct mail, to arouse interest. But when someone inquires about some appliances, Glenn and Jack take advantage of it.

No Bang Beginning

Wagner Electric believes that an electric floor polisher is about the only appliance more expensive than a houseware that can be purchased by either member of the family. "Actually, we didn't realize in the beginning what an easy appliance the polisher was to sell," Glenn explains. "Our salesmen accepted it when we took it on, but none of them jumped on the bandwagon immediately. For instance, we took on the line about the first of the year, but for two or three months we didn't sell many. Then in May we sold 30 units. So we didn't exactly start off with a bang. Now, we sell about two a week."

"When taking a polisher out to the home, catch the wife when she'll have a few minutes to look it over," says Jack. "Most women will give you a few minutes, but are more apt to have a floor ready for you to do your stuff on if she is expecting you or has time for your pitch. Even after the demo, and no sale, we leave the polisher with the prospect if we can. The wife can try it out alone, and show it to her husband after supper. This works out fine most of the time because after a couple of days of seeing what it will do, we get her check in the mail.

"I'd say that direct mail is the best way to dig up our leads because we don't have a lot of strange traffic at this location inasmuch as the shopping district has grown away from our Linwood store," Jack concludes. "But, if someone wants to really plug it, he can always get on the phone and in less than 10 minutes dig up appointments for three demonstrations . . . that's how hot it is." *End*



"THE NEW ADMINISTRATION MIGHT RUIN YOU YOUNG FELLAS, NO CONTROLS, NO DIRECTIVES, NO PRIORITIES"

GREAT NEWS FOR HOME HEATER DEALERS!

The Biggest Advance Ever For VOLUME Home Heater Sales

Superflame

PLATINUM BLOND

DARK MAPLE

BLOND MAHOGANY

DARK MAHOGANY

NEW COLOR HARMONY

Exclusive New Decorator Colors



Beautiful New Cabinet Styling!

SUPERFLAME dealers, *again, scoop all competition* with America's most beautifully styled home heater line! Completely new sales making styles in choice of *four exclusive decorator colors* to blend with any home furnishing color scheme.

12 New Design Improvements For "Greater-Than-Ever" Efficiency!

Completely new for 1953! *Air circulation increased 33%!* New, improved structural design. The most efficient home heaters ever built!

15 Other Outstanding Sales Advantages!

Only SUPERFLAME has the exclusive "*Fuel-Saver*" that saves up to ONE-THIRD on fuel. Only SUPERFLAME has the "Triple Combustion" Burner and a host of other features that turn lookers into buyers! Don't be satisfied with a hard-to-sell slow moving line. *Sell* SUPERFLAME! The fastest selling, volume producing line in history!

FREE!

"The Sales Winning Methods of America's Most Successful Home Heater Dealers"



To: QUEEN STOVE WORKS, INC. Dept. EM33, Albert Lea, Minnesota

Send *free* "29 Ways" book. Also details of NEW '53 Sales Program.

*Firm Name*_____

*Address*_____

*City*_____ *State*_____

*By*_____

You'll Profit More with a

Superflame

FRANCHISE

QUEEN STOVE WORKS, INC.

ALBERT LEA, MINNESOTA

1953's Biggest THE Sessions

YOU PURCHASE . . 12 of Sessions fastest-selling clocks for $44.05; you gross $71.40—a profit of..... $27.35

YOU GET FREE . . . 4 Sessions teapot clocks—America's favorite kitchen clocks—for a clear profit of..... $19.80

YOUR TOTAL PROFIT $47.15

YOU DOUBLE YOUR MONEY!

CLOCKS WITH THE EIGHT FAMOUS Sessions FEATURES

1. New Thin Movement—finest craftsmanship in electric time.
2. Lubricone—exclusive lubrication, longer life.
3. Hush-h-h-h! Not a sound—that's Sessions.
4. "Cordklamp"—hides excess cord neatly, out-of-sight.
5. Unbreakable crystals—one wipe and they're clean.
6. Decorator colors, decorative designs.
7. Fully guaranteed under a *new* service plan.
8. Handsome gift packaging—great gift year round.

THE SESSIONS CLOCK COMPANY, Forestville, Connecticut
In Chicago: Merchandise Mart Plaza In San Francisco: Western Merchandise Mart
In Canada: The Frank Martin Co. (*Exclusive Sales Agent*), Toronto, Ontario

Clock Deal
CLOCK TOWER

STOP TRAFFIC WITH THIS DISPLAY UNIT...

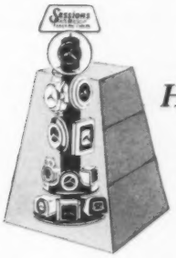
Permanent—steel on sturdy frame—revolves at touch of finger—displays 16 clocks—handsomely finished—44″ high—takes less than 1½ square feet of counter space. If you prefer wall location, it has bracket for hanging.



Set it on your counter shelf!



Hang it from the wall!



Hang it from an island display!

It sells—saves space —saves time!



DOESN'T COST YOU A CENT BECAUSE...

The bonus of 4 famous Sessions Teapot Clocks you get FREE not only pays for this permanent Sessions self-selling display, but you realize a *bonus profit 15% above your normal profit. LOOK—*

Retail value of your 4 FREE Sessions Teapot Clocks **$19.80**

Cost of Sessions Clock Tower Display unit, only **$15.85**

Bonus profit to you.... **$3.95**

For full details, see or write **Sessions** *or your distributor*

Sessions
Electric Clocks

YEARS AHEAD IN ELECTRIC TIME



Klixon Protectors Keep Customers Satisfied, Say Motor Repair Shop Partners

BOSTON, MASS.: Bernard M. Rosenberg and Kermit Pransky, partners, Park Armature Company, get extra customer satisfaction by using KLIXON Protectors.

"In our experience, any motor not protected against excessive temperature rise and current drain is subject to unnecessary failure. As the largest fractional motor repair shop in New England, with customers all over the country, we've found KLIXON Protectors provide this protection, preventing the burnouts found so often in unprotected motors."



Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protector illustrated keeps motors in electrical appliances and other motor-driven equipment from overheating and burning out. Look for equipment with Klixon-Protected motors for trouble-free motor operation.

KLIXON

SPENCER THERMOSTAT
Division of Metals & Controls Corp.
2503 FOREST ST., ATTLEBORO, MASS.

Stay Open at Night? . . . No!

CONTINUED FROM PAGE 85

ting buyers into the store, with the result that he convinced himself that night traffic was, for the most part, of the window-shopping variety.

Business Practices Cited

4. Staying open at night is not good business practice. It is not done generally by such standard business houses as banks, offices, groceries and mercantile houses.

"I think, in a way, by maintaining regular hours, you are selling a habit. The habit has been established and it is a good one," declares the Mobile dealer. "Some people would have you stay open 24 hours a day, seven days a week. You can't do that and have a normal business—one that follows the good and beneficial way of life which we practice, with regular hours for church, for school, for play and for business."

5. The need for personal relaxation for both management and employees is far more important than the monetary gains. The dealer who sacrifices his extra time to business is pretty soon ready to join that long line of nervous wrecks, hypochondriacs, ulcer-treaters and gray heads.

6. By closing his store at 6 p. m., the dealer has ample time for straightening up his displays, balancing his books, taking inventory, cleaning up his store, making up his bank deposits, and the thousand and one other things which must be done to keep his business running smoothly. If he stays open at night, these things must be done at odd intervals or whenever he can find the time, with the result that frequently his books are out of balance, his window displays dusty and fly-specked, and his stock of goods unchecked.

Outside Selling Favored

7. Another argument in favor of not staying open at night is the fact that the time can be better used by salesmen to call on prospects at home instead of spending it on the floor of the store waiting for customers to come in. Night time is a fine time for making calls, Delaney points out, especially the early hours when both the husband and wife are at home, at ease and receptive to a sales talk.

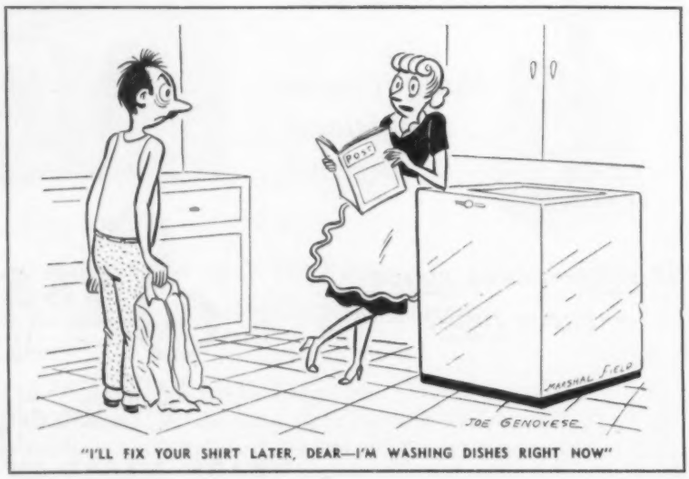
"If the dealer and his salesmen must work at night, it is far more profitable for them to spend the time in ringing doorbells and knocking on doors," he says.

8. It is almost impossible to maintain a store at its peak of efficiency at night, declares the Mobile dealer. For example, delivery service during the dark hours is not at all feasible. People are away from home, the driver must hunt for numbers in the dark, drive against night traffic hazards. Service and repair work is a problem at night, also. Here the dealer faces the same question of operating two work shifts as he does with sales help, and top service men are scarce too. The psychological disadvantage of the dealer having to promise things "tomorrow" does not help, either.

9. A real disadvantage of operating at night lies in the fact that the dealer cannot check a potential customer's credit rating, nor can he check with the finance company—and most customers want to know right away about their credit arrangements.

10. As a final argument against operating at night, Delaney cites the dealer's wife and family. You are simply robbing them of three or four hours which rightly belong to them, he says. Family harmony requires that the breadwinner take them out to a movie, to church, to dinner or to a party occasionally and harmony in the family is going to suffer if the dealer neglects them.

"If the average appliance dealer thought about it a while, he probably could come up with a dozen or more additional reasons for closing his shop at a decent hour—say 6 p. m.," says Delaney. "It just isn't worth while to him in health, peace of mind, family well being, nor actual cash in his pocket, to make a habit of staying open nights." End



"I'LL FIX YOUR SHIRT LATER, DEAR—I'M WASHING DISHES RIGHT NOW"

LAU

The Fan to see in '53

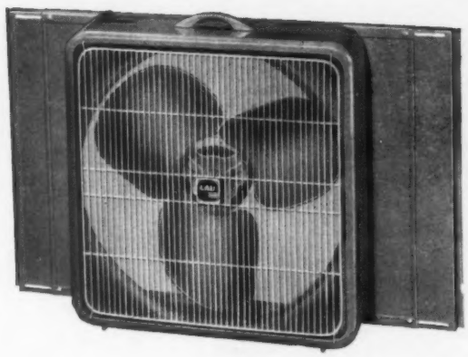
Hottest News In the Fan Industry

Here's the fan line that's bigger than ever before!

It's fast selling!

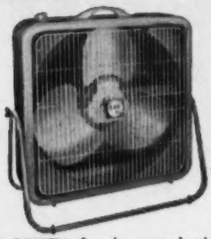
It's profitable!

Get all the facts!

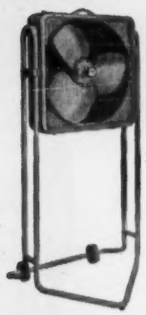




For Casement Windows. Models 1252 and 1652 can be used with hangers (included in shipment) for all types of Casement Windows.



"TILTA-BREEZ" for increased air efficiency. It puts the breeze where you want it . . . up or down, vertical or horizontal. For 12", 16" and 20" models.



Fully Adjustable. Raise it! Lower it! Slant it!

"PORTA-BREEZ" the pedestal fan of unlimited uses will direct the breeze at any angle. For 20" model.

Give Your Customers Everything They Want in ONE Fan Line

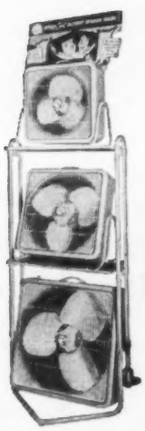
No need to stock numerous lines of fans to give your customers variety. You can give them EVERYTHING in the Lau quality built fan line. These Combination Fans now offer you and your customers the greatest versatility and genuine selling appeal of any fan line ever shown. Furthermore, you don't have to carry tremendous stocks. You can display them in various ways with a minimum quantity of fans on hand. See your jobber or distributor today . . . Get all the facts! Complete selling helps available.



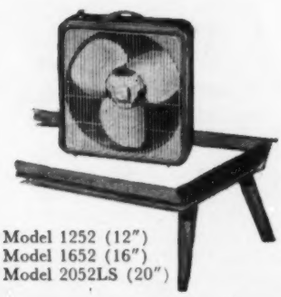
They're Portable! Women love Lau fans. They can be carried anywhere in the house for use in all rooms.

Model 2052. The 20" Combination Window Fan with adjustable metal spacer panels for mounting in sash type windows. May also be used as a portable.

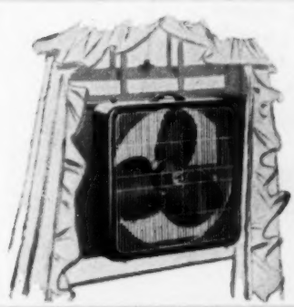
3 Sizes in Portable Window Fans 12", 16" and 20" for either exhaust or intake.



Display Unit #705. Shows 12", 16" and 20" fans in action. This practical, inexpensive unit does double duty.

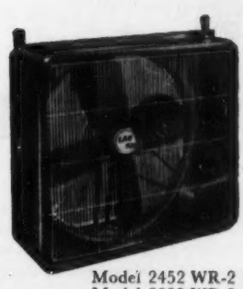


Model 1252 (12")
Model 1652 (16")
Model 2052LS (20")



Both the 12" and 16" Portable Fans are also available with adjustable metal side expanders for use in sash type windows.

America's finest line of large Window Fans. 24" and 30" 2-speed electrically reversible.



Model 2452 WR-2 (24")
Model 3052 WR-2 (30")

THE LAU BLOWER COMPANY · 2005 Home Avenue, Dayton 7, Ohio

World's Largest Manufacturers of Warm Air Furnace Blowers

Garry Moore's on TV

1:30 TO 1:45 E.S.T.
EVERY THURSDAY
See your local newspaper for station and time



New Super-Value Refrigerators by *Deepfreeze*

The world's only refrigerators with the genuine Deepfreeze Freezer Compartment and "The Door that Stores More." Shown is the Deluxe Model A-1150 with Electromatic Defrosting (exterior is identical to upright freezer Model CU-11). 9.3 to 11.5 cu. ft. capacity. Beautiful new interiors are finished in "Bermuda Green."



New Chest-Type *Deepfreeze* Home Freezers

They're better than ever—better than all! The new chest-type Deepfreeze Home Freezers have "sweat-proof" exteriors—thanks to the Deepfreeze shell-type condenser—and beautiful new "Bermuda Green" interiors. 7.2 to 23 cu. ft. sizes, many exclusive features. Shown is popular Deluxe Model C-135.

for Deepfreeze and YOU!

In addition to Gabriel Heatter on 530 Mutual radio stations coast-to-coast every Thursday, Deepfreeze now sponsors the sensationally successful "Garry Moore Show" on 58 Columbia TV stations every Thursday! Moore helps you sell more!

When you hear someone say, "Deepfreeze is the hottest name in the appliance industry!", he knows what he's talking about. So that all America will know about the finest, most complete line of appliances in Deepfreeze history, Deepfreeze has added the top-rated "Garry Moore Show" to its advertising team. Yes, to those persuasive evening messages delivered by Gabriel Heatter on the Mutual Broadcasting System, Garry Moore now adds the power of television and personal demonstration. Both go on for Deepfreeze every Thursday, and both have been added to the most extensive program we've ever had in the leading national magazines!

And that's not all! Our dealer promotion program is the talk of the industry, featuring complete promotions for every season of the year—plus scores of tested helps ranging from full-color line folders to TV "spots." Cash in with Deepfreeze—your profit key for '53! See your Deepfreeze Distributor!

WRITE, WIRE OR PHONE YOUR DEEPFREEZE DISTRIBUTOR FOR DETAILS!

Deepfreeze Home Appliances

TRADE MARK REG. U.S. PAT. OFF.

Remember, only genuine Deepfreeze Home Freezers, Refrigerators, Electric Ranges and Water Heaters may bear our registered trade-name "Deepfreeze." They are made only by Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Illinois. © 1953. Specifications subject to change without notice. Deepfreeze Home Appliances are also available in Canada.



New Deluxe Upright *Deepfreeze* Home Freezers

Newest stars in the Deepfreeze line—as outstanding in every way as the chest-type models! Shown is 11 cu. ft. Model CU-11. Exclusive features include Freezer Shelf Door, Freezer Basket, Deepfreeze Freezing Coils brazed to every shelf, and "Bermuda Green" interiors. See the new 19 cu. ft. Upright Deepfreeze Home Freezer too!



New Ultra-Modern *Deepfreeze* Electric Ranges

Complete line of beautiful new Deepfreeze Electric Ranges offer the last word in clean, cool electric cooking. Shown is Model RE-4. Has two ovens with picture-view windows and four super-speed surface units, each with seven cooking speeds operated from one switch. Other models include a special, compact apartment model.

EXCLUSIVE NEW FEATURES — ADDED SALES APPEAL IN 1953

Woman's Friend

THE HIGHER PROFIT LINE



Sold direct to dealers

Averaging over 40% gross profit

Made by washer specialists





And look at this . . .

BOTH OF THESE TOP MODELS FEATURE

SEMI-AUTOMATIC CONTROL — The greatest styling and convenience advancement in wringer washers in recent years! Brings together in one beautiful panel — at waist high level — three important controls. Modern fabrics, nylon, orlon, etc., demand selective washer timing which this control makes possible. It takes the guesswork out of washer timing.



Top styling, plus a striking combination of sunshine yellow with black and chrome trim have put the Woman's Friend REGENT in a class by itself. Significantly, it outsells all other washers in our line.



Some prefer an all white washer and here it is — snowy white, with chrome trim and red accent here and there, a real beauty! Basically, it incorporates all the top model features that spell c-o-n-s-u-m-e-r a-p-p-e-a-l.



DELUXE MODEL



STANDARD MODEL



UTILITY MODEL

All Woman's Friend washers have basic features that make their high quality fairly shine through! Easy-swing wringer (brand new this year — and generally available only in higher-priced washers), reinforced steel chassis, famous name 1/3 H.P. motors, DuPont finish, Lovell wringers, etc., are typical of the "features that sell" throughout this popular line of washers. Your sales problems are simplified — your service problems minimized, when you sell WOMAN'S FRIEND WASHERS. You'll reap a heap of satisfaction and profit with this line that has made many friends through three generations of homemakers.

Write For Further Information

WOMAN'S FRIEND WASHERS • FINDLAY, OHIO

OVER HALF A CENTURY BUILDING Good WASHERS

Stay Open? . . . Yes!

CONTINUED FROM PAGE 87

choice quicker. They could get a "yes" answer right on the spot. And, in many cases they found that they could uptrade to a bigger size, and also add a variety of additional needed appliances to the order. Why? Because all of the necessary consultation could be done right on the spot, and both of the partners in the decision could speak their mind without the necessity of extra trips back and forth.

"The obvious way to have this occur more often was to open the store at night during hours when the husband could conveniently accompany his wife."

Does the average employee raise a problem in not wanting to work during evening hours? Bartolotta finds that he has avoided that trap by letting his clerks, office people and shop employees depart at the regular hour when the neighboring stores close. The five salesmen employed by Barto Appliances take turns two a night at working the additional hours until nine o'clock closing. "And far from resenting the need to stay around at night, we find that they welcome the opportunity," he points out. "For when his sales come easier, when they can be closed with a minimum of wasted time, then his commission check will reflect a healthy difference. Any good man on the staff can make as much, and many find that they can make more during three evening hours as during all of the preceding daytime hours. No average person can resist the urge to make an honest dollar and our salesmen are no exception to the rule.

Too many electrical appliance salesmen spend their days worrying—they're not getting paid what they're worth — and they're not worth what they're getting paid.

"To give you an illustration of the difference in selling itself, our men say that only 40 percent of the walk-ins can be sold under the best of daytime circumstances, but an average of 80 percent—double—can be closed at night." *End*



"PLEASE MABEL—TURN OFF THAT DEHUMIDIFIER"

MOST POWERFUL MIXER G.E. has ever made!

MOST POWERFUL PROMOTION in G-E Mixer history!

NEW GENERAL ELECTRIC TRIPLE-WHIP MIXER



It's the last word in mixers—the up-to-the-minute answer to every mixing problem. These selling points will be telling points with your customers! Look:

New large motor...

gives greater power than ever! With 12 tested mixing speeds at her fingertips, the housewife has the *right* power for each job.

New Beater-release...

lets the beaters slide out smoothly into the hand, simply by reversing the Speed Selector knob. This feature is easy to demonstrate.

New streamlined looks...

will stop shoppers in their tracks! These clean, modern lines, with all-white baked enamel finish, tell of worksaving efficiency.

Plus these famous G-E features: *Built-in light* to spotlight the mixture by shining down into bowl. *Speed Selector* in full view, right under the user's hand. *Three beaters* (minus center shafts—which makes them easy to clean) to assure thorough mixing by beating from center to sides of bowl.

... and backing YOU—the biggest G-E MIXER promotion ever!

Double-page spread announcement send-off in the May 23rd *Saturday Evening Post!*

Frequent big-space insertions in top national magazines *—with every ad in full color!*

Plus these powerful, 4-color *sales aids*—easel-backed counter display card, window streamer, direct-mail piece to send out to your customers—all at no cost to you!

Get in touch with your General Electric distributor *now!* Don't delay—these new Triple-Whip Mixers will really be *moving!*

General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

GENERAL ELECTRIC

Pottsville distributor sells carloads

Proves tremendous turnover of Murray 3-Star Special

Murray's 3-Star Special, first blast in a continuous series of aggressive promotions scheduled for 1953, is already proved a sure-fire success. The price, the value, the promotion package tell why!

Dealers are quick to latch onto a good thing . . . and the Pottsville area is typical of the enthusiastic response they've given Murray's extraordinary 3-Star Special! Crammed with sales appeal and amazing value . . . tagged with a sensationally low retail price . . . backed by powerful promotion material . . . the 3-Star Special is just the *opening* blast for 1953—Murray's Year of Promotion!

Start with Murray *now* . . . and profit by the cumulative sales and promotion wallop of Murray's *barrage of promotion punches through the year!* You're sure to win.

☆ ☆ ☆

3-STAR PROMOTION

This promotion package is sure prospect-bait . . . powerful sales material to back up the amazing 3-STAR Special!

- Giant broadsides in color
- Counter cards
- Screaming window display banners
- Newspaper ad mats
- Radio and TV scripts
- Pocket sales manual



by phone-

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

1201

W. P. MARSHALL, PRESIDENT

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

C. H. MENGE,
VICE PRESIDENT, SALES- THE MURRAY CORP. OF AMERICA ,
7700 RUSSELL ST., DETROIT=

CONGRATULATIONS ON THREE-STAR SPECIAL 66-INCH SINK PROMOTION. ON THE DAY RUSSELL STROUSS, OUR SALES MANAGER, RETURNED TO POTTSVILLE, WE TRIED THIS PROMOTION OVER THE PHONE. SOLD FULL CARLOAD THAT DAY. TWO CARLOADS SECOND DAY. PROMOTION IS ALSO MOVING BASE AND WALL CABINETS. WE HAVE ALREADY ORDERED SEVEN CARS OF SPECIAL, SEVERAL CARS CABINETS. EXPECT TO SELL TWENTY-FIVE CARLOADS OF SPECIALS INSIDE THREE WEEKS. PLEASE RESERVE AT LEAST TWENTY-FIVE CARS FOR MY COMPANY. THANKS FOR A PROMOTION THAT IS GIVING US REAL SALES ACTIVITY.=

BIEHLS, INC., GORDON M. BIEHL=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE



The new approach in design and merchandising

MURRAY

The Murray Corporation of America

HOME APPLIANCE DIVISION, SALES OFFICES, DETROIT 11, MICHIGAN

Your customers don't need a barrel of money...



to buy these appliances!

Here's Son-Chief, the supplementary line you and your customers have waited for... it's designed to catch the eye, priced to open the purse, guaranteed to deliver top performance for a long, long time. Don't let premium prices scare off shoppers... wrap up budget sales with *sensibly* priced Son-Chief Appliances.

OFFER THE COMPLETE LINE OF DEPENDABLE SON-CHIEF APPLIANCES



Son-Chief Pop Up Toaster #822 | No. 680-17 Speed-Master Toaster | Son-Chief Toaster #880A

No. 9100 Combination Grill & Waffle Iron

Son-Chief Automatic Iron #334 | Son-Chief Automatic Iron #3025N | Son-Chief Indicator Iron #388

HOW MANY CUSTOMERS ASKED FOR THIS?

Any shopper who looks over expensive toasters and leaves without buying is asking for Magic Maid. Here's the leader of our de luxe line . . . handsome as any you've seen. The smart looking Magic-Maid sells where others won't . . . gives you quick turnover, full markup, high profits. It delivers the features your customers expect only in top-priced models . . . yet costs $5 to $8 less. Luxury styling . . . gleaming chromium . . . engraved sides . . . toast color control . . . hinged crumb tray . . . automatic shut-off... guaranteed performance.



Magic Maid

AUTOMATIC POP-UP TOASTER

SON-CHIEF *Electrics Inc.*

WINSTED, CONNECTICUT

Nine TV Sales From 10 Prospects

CONTINUED FROM PAGE 88

across the lines to prevent any distortion. Three 30-foot stacked antennas are required, and the fluorescent and neon fixtures in the room call for their own transformer.

One further problem, that of preventing interference from the appliances in the front of the store, and from street traffic as well, had to be solved. For Baumer & Reddert's is on a busy suburban thoroughfare. Solution finally decided on was to shield the lounge as much as possible by completely closing it in.

"We were a little afraid of this at first," Reddert relates, "because there was the chance that customers would see only the few sets displayed on the floor and walk out before a salesman could invite them back to the lounge. But since it was necessary to close the room in for first rate reception, we decided to use two devices to call attention to it. A bright neon sign on the outer lounge wall, plus a lamp left burning in the window, reveals that television is on display in the rear. And shielding the room has actually turned out to be an asset instead of a handicap. The privacy has lent it a certain exclusiveness that seems to impress and please the customers."

A Drop in Depreciation

Depreciation is actually less on the lounge sets than it is on those displayed on the floor. "When a customer is invited back to the lounge it seems to engender a feeling of being our guest, and the shopper sits down and lets the salesman operate the sets," Reddert reveals. "As a result there is much less wear and tear. The cabinets aren't scratched and door banging is virtually eliminated."

There is, however, one problem connected with the lounge which has defied solution. During peak traffic periods there is often congestion as several of the store's four salesmen demonstrate the sets at the same time. "This of course prevents our using the lounge to best advantage," says Reddert. "All we can do is to keep things moving as fast as possible when the room is crowded and when a sale is closed the salesman takes his customer into the office, where he can obtain the credit information in privacy."

Baumer & Reddert's is open five days a week, from nine to nine and closes Wednesdays at noon. While day-time traffic is good, the biggest rush comes in the evenings, for television is a family proposition.

"Today a big percentage of business comes from people who want to trade in their sets for a larger screen size, or who need an additional set. Families buying TV for the first time account for a smaller percentage of our sales," "Reddert declares.

Baumer & Reddert's service all sets —not just those bought in the store. And a service department has proved an excellent source of getting trade in prospects, as well as providing a strong selling point for the salesmen to use.

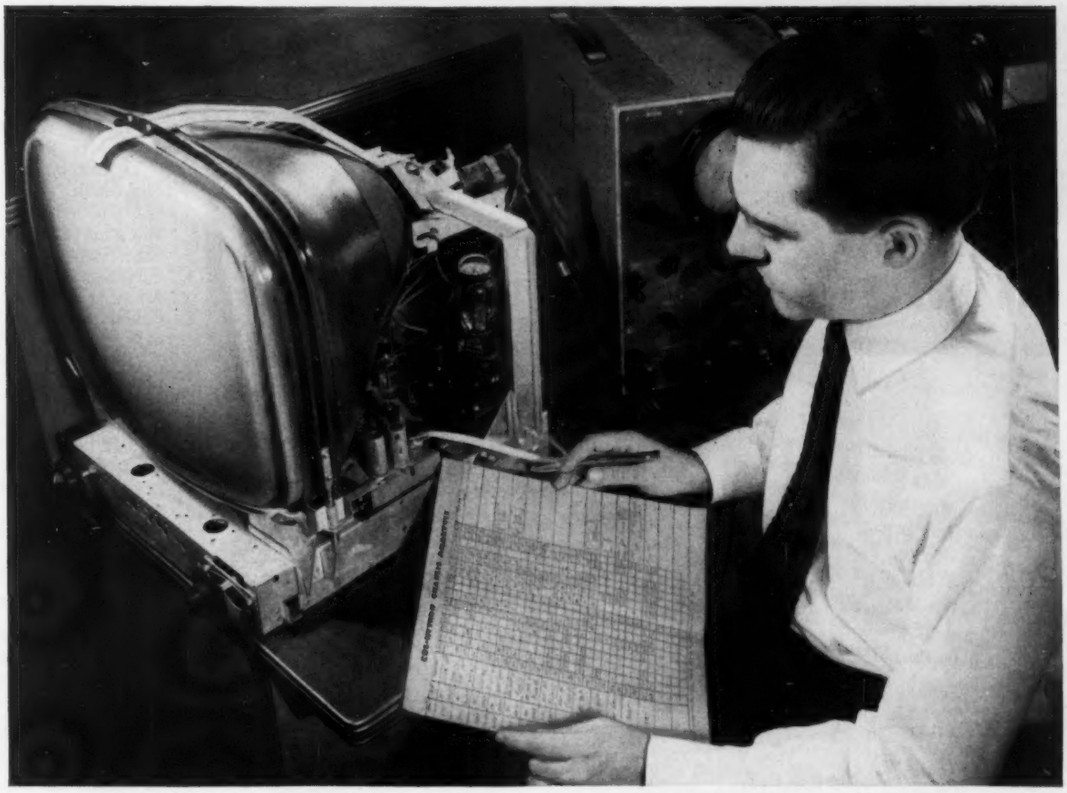
"The public is service conscious today, and often customers will ask if we operate a service department even before they say that they are interested in television," says Reddert. "As a result of this attitude, we've found it pays to talk about our service, and to emphasize the convenience of buying from a dealer who does it.

"First hand information about the condition of sets that come in to be serviced, the cost of replacement parts, and screen size, is supplied us by our service department. If a repair cost is going to be high, we naturally check with the owner before going ahead with renovation, and suggest that he come into the store to look at new models before deciding. But trade ins are never used as a means of price cutting. We have established a fixed price, determined by screen size, and it's up to our salesmen to sell the new set, not give it away!"

With the help of the television lounge, Baumer & Reddert's men are doing just that: a successful selling job nine times out of ten. *End*



"I'VE A WONDERFUL ELECTRIC DRILL OFFER, INTERESTED?"



Bring back that New-Set Sparkle with Performance-Tested Tubes

Meet John Cunningham, a CBS-Hytron Commercial Engineer. John is beginning at the beginning for you. Socket by socket, he is analyzing the tube requirements of a brand-new TV set design.

John knows the superior performance demanded. He concentrates his know-how on insuring top tube operation within standard specification limits. He tests sample tubes . . . checks analysis data. Working hand-in-glove with the set designer . . . and with CBS-Hytron engineers . . . he assures control of the characteristics of all tubes for this new chassis. Finally he achieves . . . from rectifiers to picture tube . . . the perfect performance all of this engineering team (and you) seek.

Constantly CBS-Hytron carries on teamwork like this. Socket by socket analysis. Day in, day out — with 9 out of 10 leading TV set makers. Both tube and set engineers pool their specialized skills. Scores of the nation's foremost TV set engineers help make endless CBS-Hytron improvements. Help assure you of unsurpassed performance in virtually *all* leading TV sets.

Small wonder that your CBS-Hytron replacement tubes recapture that new-set sparkle. Please *your* customers. Cut *your* call-backs. Profit more. Take advantage of CBS-Hytron engineering. Demand CBS-Hytron . . . your logical replacement tube, because it is performance-tested all the way . . . from original to replacement.

CBS HYTRON RADIO TUBES

MANUFACTURERS OF RECEIVING TUBES SINCE 1921

HYTRON RADIO AND ELECTRONICS CO.

A Division of Columbia Broadcasting System, Inc.

Main Office: Danvers, Massachusetts

NEW . . . BIGGER . . . BETTER

FREE!

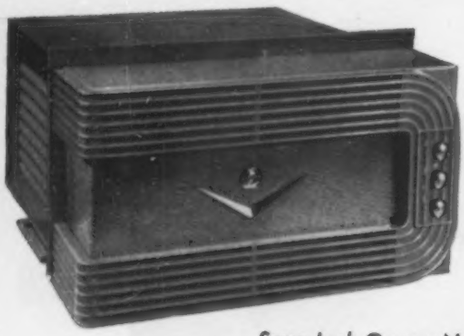
6th Edition

CBS-HYTRON Reference Guide for Miniature Electron Tubes



- A CBS-Hytron original . . . it's unique.
- *All* miniatures, regardless of make.
- 250 miniature types . . . 87 new.
- 111 basing diagrams . . . 34 new.
- Similar larger prototypes indicated.
- 8 packed pages of data you need daily.
- And it's FREE!

Get your copy of this old friend brought up to date now. Ask your CBS-Hytron jobber or write direct . . . today!



"Everyone who sees this New Viking Room Air Conditioner* is Sold on the Style"

Says Jack Green, New England Viking Representative

"In New England it's a Hit"



"You're darn right I like it. It has the kind of design that actually adds to the beauty of any room you put it in. In fact, this Viking is the best looking air conditioner on the market. It'll sell on sight with the competitive price Viking is quoting. What's more, our dealers like that $12 per unit towards 50/50 co-op advertising. We expect to do a bang-up job with the Viking this season." **Donald Levine, Mar Le Co., Stamford, Conn.**







"It's by far the handsomest unit I've ever seen . . . and the beauty isn't only skin deep, either. It's crammed with features mighty important to a conscientious dealer, too. The Glo-lite dial, for instance. This Viking unit regulates easily – even in the dark. Top button controls the amount of cool air. Middle button gives you air circulation alone or both air and cooling. And the bottom button lets in outside fresh air if you want it. Everything the customers want is there," **says David Stolfi, Stolfi's Inc., Stamford, Conn.**



"The features combined in this Viking Room Air Conditioner are just what my customers have been holding out for. The good looks. The small part of the unit in the room – only 8 inches! And that stationary direction of air flow that reduces summer cold hazard – none of that blowing cold air right on people. I like it too because it's easy and safe to install anywhere – because we get the best advertising support in the business from Viking," **says Joseph Shulman, Home Equipment Co., Norwalk, Conn.**

Viking Sales Plan

Real advertising help in selling the folks in your neighborhood. Viking's co-operative sales plan makes it easy for you to do a selling job. You get one Vadnit (Viking advertising Unit) worth $3 with each Viking "944" Window Fan you buy. You get four $3 Vadnits (worth $12) with each Viking Room Air Conditioner you buy. By submitting these Vadnits with the bill from your Viking Advertising you receive their face value on up to 50% of your promotion cost. Contact your jobber for details or write us direct.

**For 1953 distribution will be limited.*

Viking
AIR CONDITIONING CORP.
5601 Walworth, Cleveland 2, O.



22-inch Viking Window Fans

22-inch Viking Attic Fans

Small Town Dealer

CONTINUED FROM PAGE 89

daily trade within a 50 miles radius. Grace will even deliver any customer's justifiable order as far as 200 miles from Denver (all merchandise is priced with delivery). Last summer, a load went to Boulder, Colo.; another to Fort Smith, Ark.; and another to Hannibal, Mo.

Denver itself is what the average city dweller would call a wide spot in the road. To get into the tiny village, you must drive nine miles off the main black top highway, around several curves, and over a rickety single-lane bridge. Yet, big trucks filled with Grace's merchandise rumble over daily.

Having no expensive promotions, Grace relies only on an annual sale each August (anniversary) in which he has some special bargains. For the rest of the year he builds his traffic by stressing delivery and as wide a selection of appliances as may be found in the larger cities.

"One thing any dealer has to be sure to do, is have the merchandise on hand when a prospect comes to the store,"

Some appliance salesmen believe that the one way to present a sound argument to a customer is to make a lot of noise!

Grace points out. "We want to sell to the people that come here. So, we have an exceptionally large inventory. For instance, the buying of carloads may seem like a lot of merchandise, but it isn't if I am to compete with the other city retailers. It doesn't take long to move it . . . especially when you have sales moving at a clip of about $50,000 a month."

Grace Furniture has been steadily increasing its volume. Only in the last ten years has he handled appliances—because REA in that time first brought electricity to the rural people of Missouri, Iowa and Nebraska, to whom he sells. Grace sells seven lines—Admiral, General Electric, Westinghouse, Gibson, Philco, Coolerator, and Norge—to a tune of a $250,000 usual inventory.

Grace will take trade-ins, (about 15 percent of sales) but he doesn't refurbish them before reselling them. He usually sells them as is. He has so much traffic ordinarily that he has adopted a policy of only advertising once a month to keep traffic constant. "I can't handle the people if I advertise more," Grace explains.

Facade Misleading

To the casual shopper, if there were any in Denver's 150 population, the front windows of Grace's main entrance would indicate a modest operation. Stepping inside, however, the picture is different. First, to catch the eye, are rows of freezers, refrigerators (he carried a $50,000 stock of electric refrigerators alone) and ranges.

The Denver business section consists of nine Grace buildings, a grocery

(*Continued on Next Page*)

Small Town Dealer

CONTINUED FROM PAGE 126

store, two filling stations and the Post Office on the corner. Grace Furniture almost IS the town. There is no railroad, so all the traffic in town is either Grace's merchandise coming in by the truckload, or going out the same way to customers in the tri-state area of Missouri, Iowa and Nebraska.

Has Large Display

With a sales staff of only three, Grace uses over 20,000 sq. ft. of display space. He uses seven of his nine buildings for storage space. He even had a warehouse in Kansas City, Mo. (120 miles south), but a year ago he gave that up. "It doesn't take a big staff to do what I've been doing," says Grace. "But if I could hire a little more help, I could do a lot more business. I've still been building up the business a bit each year. Since 1946 it has grown very well. Here is the way it has jumped:

1946	$95,205.96
1947	163,609.07
1948	204,505.07
1949	319,199.10
1950	403,841.00
1951	429,266.74

80 Percent Cash

"Over 80 percent of our sales are cash," Grace admits. "If it isn't paid at the time of sale, it is paid on delivery. A funny thing about the people that come in here, most of them buy. I guess they are ready when they come in. Nine out of ten buy on the first visit.

"It isn't surprising that we sell more in one month than many of our competitors sell during the entire year," Grace adds. "We may sell some customer in Creston, Iowa; she will tell all her friends there, and before you know it, they are driving several miles down to Denver. Those long-distance customers add more publicity to our method of selling, but we are definitely interested in selling complete houses of merchandise," Grace stresses. "We'll outfit the entire home—furniture, carpets and appliances. It is the sale from $1,000 to $2,500 that we are looking for because of the savings on delivery."

Advertising Not All

"We realize that it is important to advertise, but it is the multitude of

(Continued on page 128)





"My customers agree,
THIS NEW Viking
"944" Window Fan
is right in Style and Price"

Says C. W. "Chuck" Miller
of The H. K. Dewees Company



"In fact they're buyin' them by the carload."





"Yes sir, I know how these Viking Window Fans sold last summer. And with this new styling added to Viking's usual top performance, there'll be a big rush. I'll be ready for it with a carload of fans. Our dealers found out in a hurry, how fast old Viking customers bring them new ones. That helps make their selling job easy." **A. F. Epting, A. F. Epting Appliance Co., Charlotte, N. C.**



"Of course I'm placing a big order for this new Viking "944" Window Fan. Between the selling job done by last year's customers on their neighbors and the terrific selling support I get with the generous Viking Sales Plan ($3 per unit on 50/50 co-op advertising) I'll sell a small mountain of these units. The smart new styling will make it even easier than I figured earlier." . . . that's what **K. S. Braswell, B. & S. Appliance Co., Monroe, N. C.** says.



Viking Timer Saves Operating Cost

With this optional Viking Timer you can preset the window fan to turn off automatically in from 1 to 12 hours. By following the simple instructions that come with the timer your serviceman can install it in a second.

Read about the Generous Viking Sales Plan on the opposite page.

"Lots of reasons why these Viking Window Fans sell fast in my neighborhood. My customers want large capacity and I let 'em know that this Viking is the largest (22") practical size window fan made. Styling and price sell 'em in my store and the ease of installation and fine performance keep 'em sold in their homes. And I like that Viking optional timer device – it gives me two units to sell." . . . That from **O. C. Griffin, Griffin Hardware & Supply Co., Charlotte, N. C.**



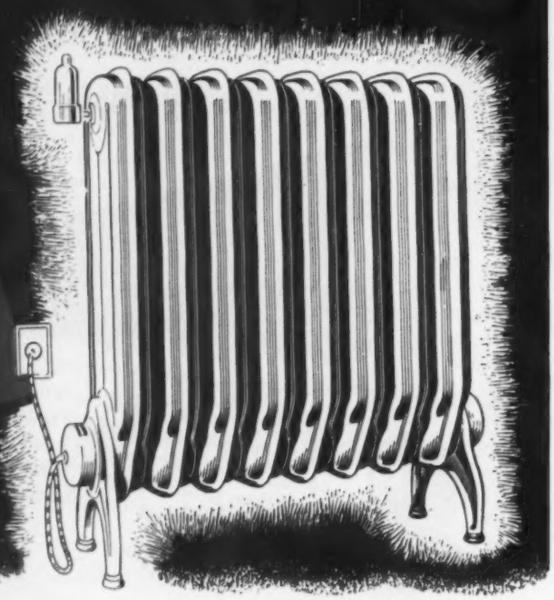


Viking
AIR CONDITIONING CORP.
5601 Walworth, Cleveland 2, O.

SAFE STEAM HEAT FROM ANY WALL PLUG

cold weather calls the PROFIT TUNE for the BEST SPACE HEATER IN THE WORLD!

AS EASY TO SELL AS ANY OTHER TROUBLE-FREE APPLIANCE PACKAGE



Hottest Selling Space Heater In the World... because it's Best!

1. SAFEST IN THE WORLD

It's as safe as a toaster—no fumes, no fire hazard, no exposed elements—absolutely as safe as the radiators in a regular heating system. U. L. Approved—of course.

2. HIGHEST EFFICIENCY

Heats by true convection—distributes abundant, uniform, healthful steam heat to *every* corner of the room—leaves none of the "cold spots" of directional heaters.

3. LESS THAN 2¢ PER HOUR TO OPERATE

Most economical space heater on the market—delivers *more* heat for *less*. Exclusive patented all-steel construction transfers heat 4 times faster than old-fashioned cast iron radiators—and does it at *lower* operating cost.

4. PERFECT PORTABLE HEAT ANYWHERE

ELECTRESTEEM is amazingly lightweight—carries easily (has convenient carrying handle) to provide ideal supplementary heat quickly and efficiently—*anywhere*.

IT'S EASY TO SELL WHEN YOU TELL ELECTRESTEEM'S 4-POINT SUPERIORITY

ELECTRIC STEAM RADIATOR CORP.

1 Electric Avenue (Bourbon County) Paris, Kentucky

SELL THIS SAFE, HEALTHFUL STEAM HEAT FROM ANY AC or DC WALL PLUG! Your space heater line isn't complete without the best-selling, profit-building ELECTRESTEEM! There's absolutely nothing comparable—it's the finest auxiliary heater in the world. Stock and sell *both* fast-moving models: 8-SECTION delivering 3,250 BTU per hour; 10-SECTION delivering 3,940 BTU per hour. Available in choice of attractive Walnut or Ivory finish. Each model delivers SAFE, healthful man-sized Steam Heat on midget-sized power consumption.

ELECTRESTEEM puts you in the space heater business WITH THE BIG PROFIT MARKUP YOU WANT! ELECTRESTEEM has the "selling look," the superior advantages, the *right* retail price—and best of all—YOUR MARKUP IS RIGHT! And, Mr. Appliance Dealer, your market is virtually untapped, with an estimated 44,000,000 sales prospects. Here they are: Every home—for nursery, basement den, attic, workshop, bathroom, sickroom. Hundreds of other profitable markets—summer cottages, motels, trailers, gas stations, yard offices, ticket booths—wherever safe supplementary heat is desired. There's no limit to the market—no limit to your profitable selling.

GET THE PROFIT FACTS TODAY!

ELECTRIC STEAM RADIATOR CORP.
1 Electric Avenue (Bourbon County) Paris, Kentucky
Please send complete descriptive literature and sales helps—everything I need to build a profitable business around ELECTRESTEEM Radiators.

Name.....
Address.....
City.....Zone.....State.....

Creators of famous ELECTRESTEEM Vaporizer, Baby Bottle Warmer, Baby Bottle Sterilizer

Small Town Dealer

CONTINUED FROM PAGE 127

customers all over Iowa, Missouri, Nebraska and Kansas that give us the big orders. That is why we get them. They want to buy a big order of appliances and furniture, from a wide selection and at reasonable prices. Only about five percent of our business comes from people in Denver."

Newspaper Ads Help

Full page ads run in the Tri-County News (at King City, Mo.) also are printed up in mailing circulars (Grace orders about 15,000 now), and are mailed out to the entire Mid-West. "People like to get these," Grace pointed out. "I've heard that people read them, then pass them along."

At least 3 truck loads of merchandise come in daily from Grace's distributors in Kansas City. Since Denver has no railroad, all shipments are trucked in. Grace uses three trucks of his own, a two-tonner, and one-and-a-

When an appliance dealer keeps his mouth shut, the customers usually figure he knows what he's talking about!

half ton truck and a pickup, to deliver merchandise sold and pick up at nearby (12 miles) Grant City shipped to that point by railroad. "The secret of making deliveries such long distances, and principally what has built up this business," Grace says, "is to make each truck carry as much as feasible. Some of the trucks are so loaded, you couldn't add even a toothpick or a straw before leaving the store An average of 150 to 200 miles is covered daily by each truck.

Upset Business Theories

Findley C. Grace has upset the theories of good business practice. He had no money to start a business—but did. He started at the worst possible time, and no one could have picked a poorer location. Yet today, if you ask someone in Missouri where the Grace Furniture Company is, he'll probably turn around and point off in yonder direction and say, "Why, that's up in Denver, Missouri; it is a little hard to get to, but you'll be glad you did." Not only will the prospect be glad, but Grace, too. *End*

Want to Bet . . .

THAT it's impossible to sell UP to clock radios?

THAT a $70 investment can't return $1,200 in sales?

THAT a free trial won't work better if it includes a free gift?

THAT live demonstrations of food preparation with electric housewares are too hard for the average dealer?

Proof that all those things are possible is included, along with other articles on merchandising and promotional methods for electric housewares, in the April

ELECTRICAL MERCHANDISING

Sensational!

SPECTRO-MATIC COOKING

Select by color the exact top burner heat desired . . . precision flame control . . . fingertip accurate . . . an unlimited choice of flames . . . exactly right for every top cooking operation.



YELLOW... KEEP-WARM

ORANGE... FULL SIMMER

RED... FULL ON

BLUE... OFF

BUILT TO Cp STANDARDS

ROPER

AUTOMATIC

Gas Range

In "Spectro-Matic" cooking, ROPER offers a fresh, new idea that is capturing the imagination of housewives everywhere. This significant feature, coupled with a long list of other ROPER exclusives, gives you a real advantage when you sell ROPER Gas Ranges. Now is the time to learn about the entire ROPER line. Just write us and say "I'm interested". Write Geo. D. Roper Corporation, Rockford, Illinois.

THESE REMARKABLE NEW ROPER FEATURES ALSO ARE IN DEMAND

Get on the Profit Band-Wagon...Write about the Attractive Roper Franchise...



Alltrol "Center-Simmer" Top Burners with "Keep-Warm" Flame



"Insta-Set" Panel with "Insta-Matic" Clock, Timer, Light and Convenience Outlet



Extra-Capacity Comfort Level Broiler with "Serv-Hot" Grill and Serve Tray



"Bake-Master" Oven with Automatic Heat Control and "Scientific" Cooking Chart

JOIN the PRESTO SALES and PROFITS SPREE

for the First Golden Months of '53



NATIONAL Presto AUTOMATIC Vapor-Steam Iron

NOW! BIGGER PROFIT MARGINS ARE YOURS ON THE SENSATIONAL NEW PRESTO VAPOR-STEAM IRON PROFIT PROGRAMS

Never before in appliance history . . . such liberal profit . . . such *easy, ready-made* profits . . . such tremendous advertising and promotion! It's 1953's biggest merchandising event—three separate PRESTO VAPOR-STEAM IRON programs, tailored to *your* needs. It's a wrap-up deal for you. PRESTO has thought of, and *done everything* to put volume sales in your lap. It's a complete, *proved* promotional program! All *you* need do is run with the ball!

. . . You get *more* exclusive, sell-able features than anything else in the industry . . . the famous PRESTO name to back it up . . . to clinch customer acceptance for you! You get a mammoth national ad campaign that's skyrocketing consumer acceptance higher every day . . . and you get ALL the tie-in promotional dynamite you need to make the PRESTO VAPOR-STEAM IRON your standout profit leader. It's a profit bonanza . . . yours when you "*Join the* PRESTO *Sales and Profits Spree*"!

Get the inside story and landslide sales . . . CONTACT YOUR PRESTO DISTRIBUTOR.

MERCHANDISING
ADVERTISING
PROMOTION

$ THAT PAYS $ AND PAYS $ AND PAYS $

Here's the advertising and merchandising power that rings cash registers!

POWERFUL NATIONAL ADVERTISING

that Guarantees Satisfaction or MONEY BACK!

- LIFE
- Ladies' Home Journal
- Saturday Evening Post
- Woman's Home Companion
- Good Housekeeping
- Better Homes and Gardens
- American Home

AND MANY OTHERS . . .

OVER 100 MILLION CUSTOMERS WILL SEE SPARKLING ADS LIKE THIS IN NATIONAL MAGAZINES

CASH IN ON THIS NATIONAL SALES PUNCH!



Pre-Tested! Proved!

PRESTO PROFIT-PROMOTION-PACKAGES Attract Customers to Your Store Like Magic!



TERRIFIC PROFIT OPPORTUNITY

Amazing "Money-Back" Guarantee Gives You Self-Made Sales!

It's a natural sales-builder! Your customers try the PRESTO VAPOR-STEAM IRON for 30 days—if not completely satisfied, return for full refund. Watch this nationally promoted idea hike your store traffic!



TRAFFIC BUILDER . . . VOLUME PRODUCER

Sensational Offer Gives Customers a FREE "Chicken-in-the-Basket" Set!

See how these festive FREE "Chicken-in-the-Basket" sets stimulate *extra* PRESTO DEEP-FRYER sales. They're sturdy, colorful—just the thing for bigger sales-and-profits!



A MONEY MAKER FOR YOU

Customer Saves $5.00 on Volume-Boosting Tableware-Cooker Offer!

This wonderful offer is available on any PRESTO COOKER you sell. Customer saves $5.00 on a beautiful 24-piece set of Ballerina stainless tableware just by buying any PRESTO COOKER! Here's the greatest sales-and-profits builder ever!

Contact Your Distributor for Full Story and Complete Tie-in Material!

NATIONAL PRESSURE COOKER COMPANY, Eau Claire, Wis.

OVER 19 MILLION SATISFIED PRESTO USERS

2 out of 3

HOUSEHOLD REFRIGERATOR MANUFACTURERS USE Tecumseh HERMETICS AS STANDARD EQUIPMENT

Low initial cost, quiet operation, compactness of design and trouble-free operation, these are the reasons why manufacturers of household refrigerators, freezers, air conditioners, etc., use Tecumseh Hermetics in their products.

Here's how these facts about Tecumseh will help you sell your customers:

LOW INITIAL COST

is passed on in lower price refrigeration equipment or more "extras" at the same price.



QUIET OPERATION

assures customer satisfaction and builds up good will for you.



COMPACT DESIGN

allows more space for food storage, or smaller overall dimensions. Result . . . more refrigeration for the money.



LOW OPERATING COST

due to efficient design balancing compressor exactly to the installation. This factor also minimizes the necessity for service calls under warranty, saving money for both the customer and yourself.



• • •

For maximum customer satisfaction and more profits for you, look for the famous Tecumseh Compressors in the refrigeration products you sell!

Illustrated above are the four basic hermetic compressors manufactured by Tecumseh.

TECUMSEH

TECUMSEH PRODUCTS Company

TECUMSEH, MICH.

EXPORT DEPT.: 2111 WOODWARD AVE., DETROIT, MICH.

A Bank Buys a Kitchen

CONTINUED FROM PAGE 90

ized that, and felt in providing facilities he would be creating good will, as well as helping acquaint people with modern electric cooking.

"Almost 75 percent of the people using the bank's services live on farms near Savannah and still use wood or kerosene stoves. Therefore, there certainly is a great need for electric appliance education. This model kitchen provides it."

Assistance to the Bank

The bank was pleased to know that Northwest Missouri Co-op would provide two good chefs, Bill Lambright, or his assistant, C. F. Phillips, and go over to the kitchen and serve a meal while demonstrating to the group present. The only thing that the bank stipulated on the unusual installation was that each year for a period of five years the Co-op would trade-in the range so the club members could see the latest model and enjoy its improvements.

With a capacity for 50 people, the kitchen averages from 30 to 35 every other day.

"It's almost like a free home trial," Lambright explains, "because the people themselves are cooking and using everything as they would at home. It's more effective than a cooking school or a live demonstration we might have at the store. However, at the store, you also have the advantage of showing off other appliances not in the bank's kitchen.

"In the short time that the kitchen has been in operation, we've sold four complete kitchen cabinets and sink installations, five ranges, two food waste units, refrigerators and "dishwashers," says Lambright.

Helps in Selling

Prospects who have come to the store "looking" after the bank session, Lambright has found half sold. "Even in the 'dog days' of the summer, when crops are merely half grown, we've found good sales."

Aside from the important good will, the bank has an opportunity to get people in their building that may never have been there before. Many people who bank in Rosendale or King City (nearby towns) see the modern, up-to-date banking service. The bank also uses the kitchen when they have small group discussions of their own. It has proven very successful in this respect because people can talk better when they meet informally and have a little snack.

Get Remodeling Idea

Remodeling is another idea that people get from kitchen meetings. Women attending gaze into the model kitchen and decide that their own needs to be remodeled. Lambright doesn't feel they can do this in meetings at the store. So often, he says, people had the impression that you were forcing them to be interested. "In Missouri, the people like to feel that the idea is their own," Lambright points out. "In the bank's setup, the meeting room adjoins the alcove where the kitchen is installed, and people can't help but look at it. One lady bought her sink, cabinets, and electric range after she attended a meeting in the bank's kitchen, and had a chance to use them.

"She came to the store a week or so later, but our job then was simple, merely explained what size cabinets we had, how many she'd need for the space she had available, and how soon we could install it," Lambright continues. "And while she was in the store, we made a pitch on the new automatic washer that she might also be interested in at some future time.

"Everything about this whole operation has turned out well. It fills a definite need by being the only place in the entire county available for meetings and serving food. And, fortunately for the Northwest Missouri Electric Co-operative, it helps sell merchandise and, later our electric power. *End*



"—THE NICEST FEATURE MOTHER, IS THAT IT KEEPS THE COFFEE HOT AND 'MOTHER'—MOTHER?"

There's an easier way to close the deal...



emphasize the "DULUX" finish

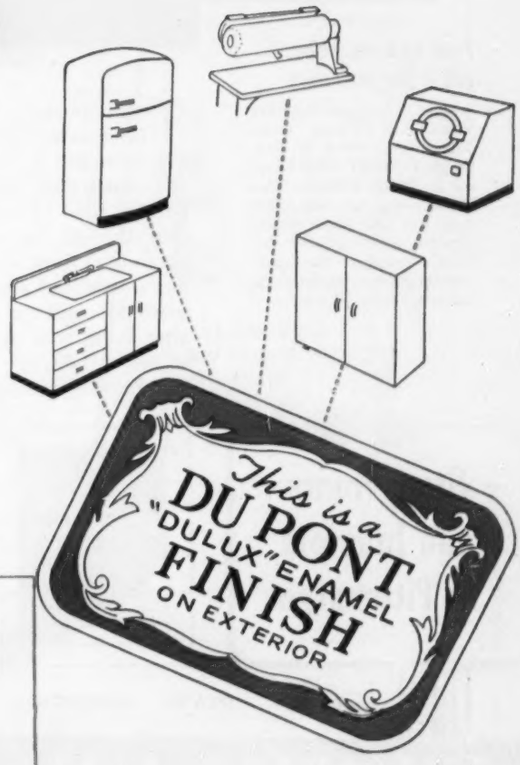
REG. U. S. PAT. OFF.

This is the hard way. And what does a "big production" wind-up get you? The cold shoulder? Why don't you tell them the appliance is finished with Du Pont DULUX Enamel? That way, it's easy!

More and more sales-wise dealers are pointing out that DULUX Enamel on appliances resists marring, scratching, grease stains, or cracking even if the metal is dented! And DULUX—one of a long line of widely respected products from the Du Pont laboratories—*stays* sparkling white for years of handsome service in the home.

Has the DULUX story been instrumental in promoting sales? It has helped move well over 25,000,000 refrigerators and hundreds of thousands of other appliances!

So emphasize the finish when you sell. It's really the easier way to close the deal.



DU PONT
REG. U. S. PAT. OFF.

Better Things for Better Living
. . . through Chemistry

DULUX enamel
REG. U. S. PAT. OFF.

America's leading home appliance finish

CHEMICALLY ENGINEERED TO DO THE JOB BETTER

A Pittsburgh Open-Vision Store Front



opens shoppers' eyes

...and their pocketbooks!





Push back the walls... pull in the customers

with an open-vision front like this one in El Paso, Texas. The all-glass front of Pittsburgh Polished Plate Glass, set in Pittco DeLuxe Store Front Metal, turns the whole store into one giant display window. Inviting Herculite Doors complete the open-vision design. Architects: Davis & Foster, El Paso.

THE store that puts up a good front makes a good sales showing, especially if it's a Pittsburgh open-vision front. Your entire store interior—front to back—is on display through an unobstructed, open-vision front. Your merchandise is exhibited attractively, persuasively, night and day . . . even after hours, your store goes right on selling! An open-vision front banishes shadows and dark corners, gives your store an inviting look that shoppers find hard to resist.

Make *your* bid for increased business *now* by modernizing with sales-winning Pittsburgh Products. Remember: modernization is a custom that means more customers. And it adds to the real estate value of your property, too. For examples of other Pittsburgh modernization jobs, fill in and return the coupon below. No obligation, of course.

Store Fronts and Interiors by Pittsburgh



Pittsburgh Plate Glass Company
Room 3160, 632 Duquesne Way, Pittsburgh 22, Pa.

Without obligation on my part, please send me a FREE copy of your modernization booklet, "How To Give Your Store The Look That Sells."

Name .....

Address .....

City ..... State .....

PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS · FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

1200 Washer Sales

CONTINUED FROM PAGE 94

advertisement featuring brand names and the company's repair service running every day in the leading Wichita newspapers. In addition Dennis runs an occasional coupon advertisement entitling the bearer of same to come into the store and receive free gifts. Add to this promotional activity a mailing list of over 3,000 customers which is circulated monthly with both store and factory literature. Dennis indicates that all of this monthly advertising activity costs about $400 per month, but finds it worth the price for he believes that consistency is the essence of any well planned and balanced advertising compaign.

1952 Highlight

A highlight of Dennis's promotional agenda during the spring of 1952 was a tremendously successful "price-it-yourself" sale. Preliminary fanfare for this crowd gathering promotion was created through the liberal use of $1,000 worth of newspaper advertising, a search light to illuminate the store front during the evening, and numerous "spot" announcements on four local radio stations in the surrounding areas. Merchandise sold during this period consisted for the most part of floor samples which had been purchased from distributors; although the dealer did find the affair so successful that he followed it up by selling a substantial number of appliances from his own warehouse stock.

An appliance dealer who will argue with a woman customer is probably foolish enough to argue with his wife, too.

"We had fish bowls stationed above each washer, range, refrigerator, TV set and freezer," Dennis related. "Each article was numbered and plainly lettered overhead signs invited customers to make a bid on any of the items.

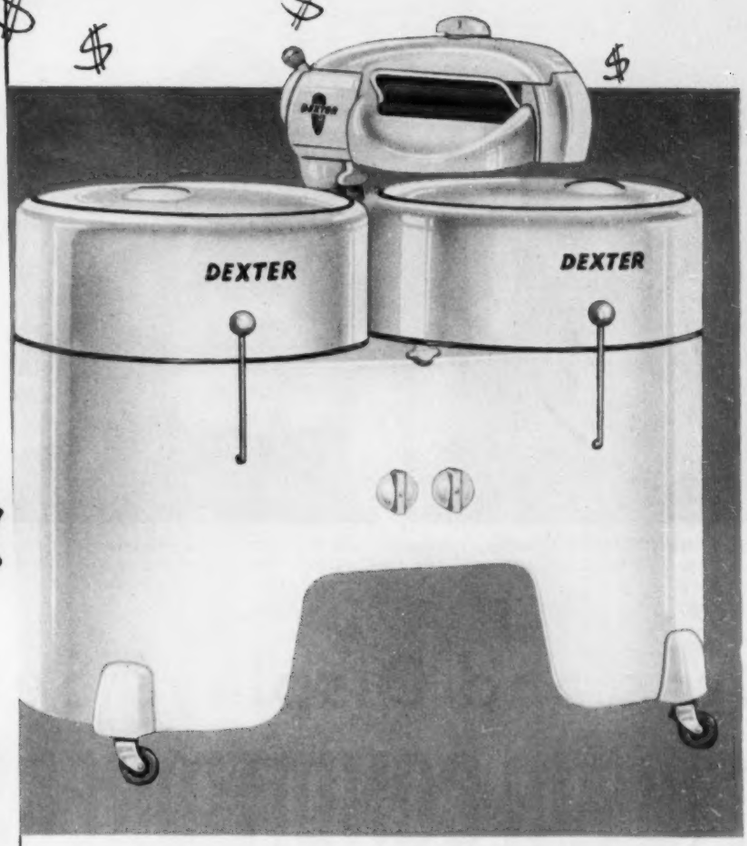
"We attracted 6,000 persons to the store during the four-day promotion, realized a total of 300 sales, and got 5,000 good leads from the promotion." *End*



"I'LL BET IT WON'T TAKE OFF ANYMORE FAT THAN THE LAST REDUCING GADGET YOU BOUGHT"

ANNOUNCING! DEXTER'S Big New Profit Sharing Plan!

PLANNED PROMOTIONS FOR YOU TO MAKE EXTRA PROFITS!



Here is the most complete sales plan ever offered in the appliance industry! Every move worked out for you! The whole plan tested for success! All you have to do is follow the plan and see 1953 Dexter sales and profits grow. Write for details now! Make more dollars with Dexter in 1953!

FEATURES OF DEXTER'S PROFIT SHARING PLAN

Complete Profit Line Gives You **A MODEL IN EVERY PRICE RANGE!**



Special Promotion Models— **14 TESTED PREMIUMS** Real Sales Clinchers—!



New! **USE THE USER CAMPAIGN**



SURE-FIRE TRAFFIC ITEMS to Bring Customers In!

FREE AD MATS, WINDOW DISPLAYS, Counter Displays, Radio Commercials



SALESMEN'S BIG INCENTIVE PLAN



MAIL COUPON TODAY for FULL DETAILS

MAKE MORE Dollars with Dexter IN '53!

EM353

THE DEXTER COMPANY
FAIRFIELD, IOWA

Gentlemen:

Please rush me details of your 1953 Tested Profit-Sharing Plan for my consideration.

Name:_____

Store Name:_____

Address:_____

City:_____ State:_____



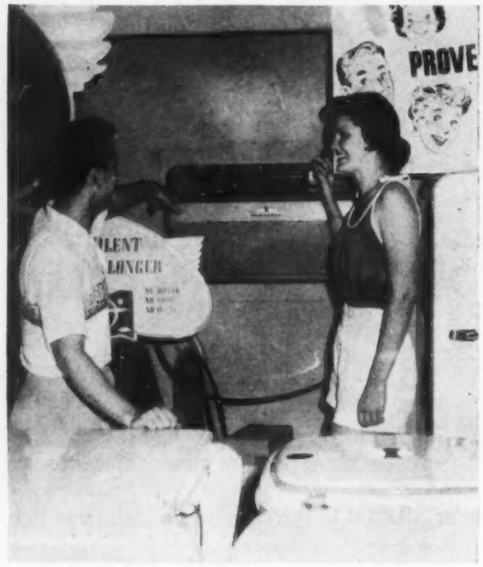
HOT WEATHER advertising, run day after day in the local newspapers and on the radio reaches K & G Appliances' prospects when they are most conscious of a need for air conditioning.



IN THE STORE, owner Edward Gummelt shows his ad-lured prospect a window unit. Part of his sales success is owed to a variety of credit plans to meet all types of incomes.

Ads and Displays Sell 110 AIR CONDITIONERS for Off-the-Track Dealer

Persistent advertising and ingenious display draw prospects five miles from Waco, Texas, to K & G Appliances, where owner Edward Gummelt sells 110 units at the full list price



CONVINCING proof of unit efficiency is fact that three units, one of which is built into the wall, cool the whole store. Another unit is in operation near front entrance.

THAT the appliance dealer whose store is situated in a comparatively out-of-the-way location can make a rousing success of merchandising package air conditioning units has been well demonstrated at K & G Appliances, in Waco, Texas—where Edward Gummelt, Jr., sold 110 units in 1952.

"Our store is located at the intersection of five major highways, a full two miles out of the downtown Waco shopping district, where there is practically no such element as drop-in traffic in the picture," says Gummelt. "Therefore, in order to sell the volume of room coolers we were gunning for it was necessary to make the prospect come to us."

The story of how Gummelt sold a volume of room coolers almost twice that of major competitors in the city, is one of willingness to spend money to make money, clever engineering within the store itself, capitalization on a long record of service to the community and, finally, plain, ordinary hard plugging.

Entering the 1952 room cooler market with a popular, well-advertised line not in the top-price bracket, but just below, Gummelt took a realistic attitude on his chances. He realized that dozens of competitors are currently experimenting with room cooler sales, including department stores, furniture stores, hardware stores, and even music stores and supermarkets. The result of the competition was what might be expected; dealers were offering huge discounts, over-large allowances on trade-ins, and many "special deals" which substantially chopped down the profit potential.

Gummelt didn't propose to skimp on profits merely to obtain volume. Instead, he resolved from the outset that every cooler would sell at its manufacturer-recommended price, without trade-ins or other forms of discounts applicable in any way. While he admits that he lost numerous potential sales because of a steadfast adherence to this stand, he likewise points out that the 110 units sold show a clean profit, "as the manufacturer intended".

Advertising Stresses Comfort

Advertising and plenty of it is the secret of the store's outstanding sales record. Fully aware of the fact that it would take something outstanding to pull customers out of the city's shopping districts to the fringe location of his store, the Waco appliance dealer allotted $400 a month for newspaper and radio advertising, averaging at least a ¼ page or larger newspaper ad each week through Waco's torrid hot weather season, and five or more radio spots per day. Each ad kept plugging away at the "Why Suffer" angle, pointing out that the city had sweltered under 100 degrees or more for 36 consecutive days during 1951. Ads also pointed out a variety of credit plans which Gummelt cheerfully tailors to the income standards of his customers. Selling a large farm market, K & G Appliances has for years written unusual credit agreements with one-crop farmers who receive their income at a single period of the year, and other types for those who enjoy widely-spaced pay periods. Thus it was not difficult to make up credit-buying terms to match where package air conditioners were concerned.

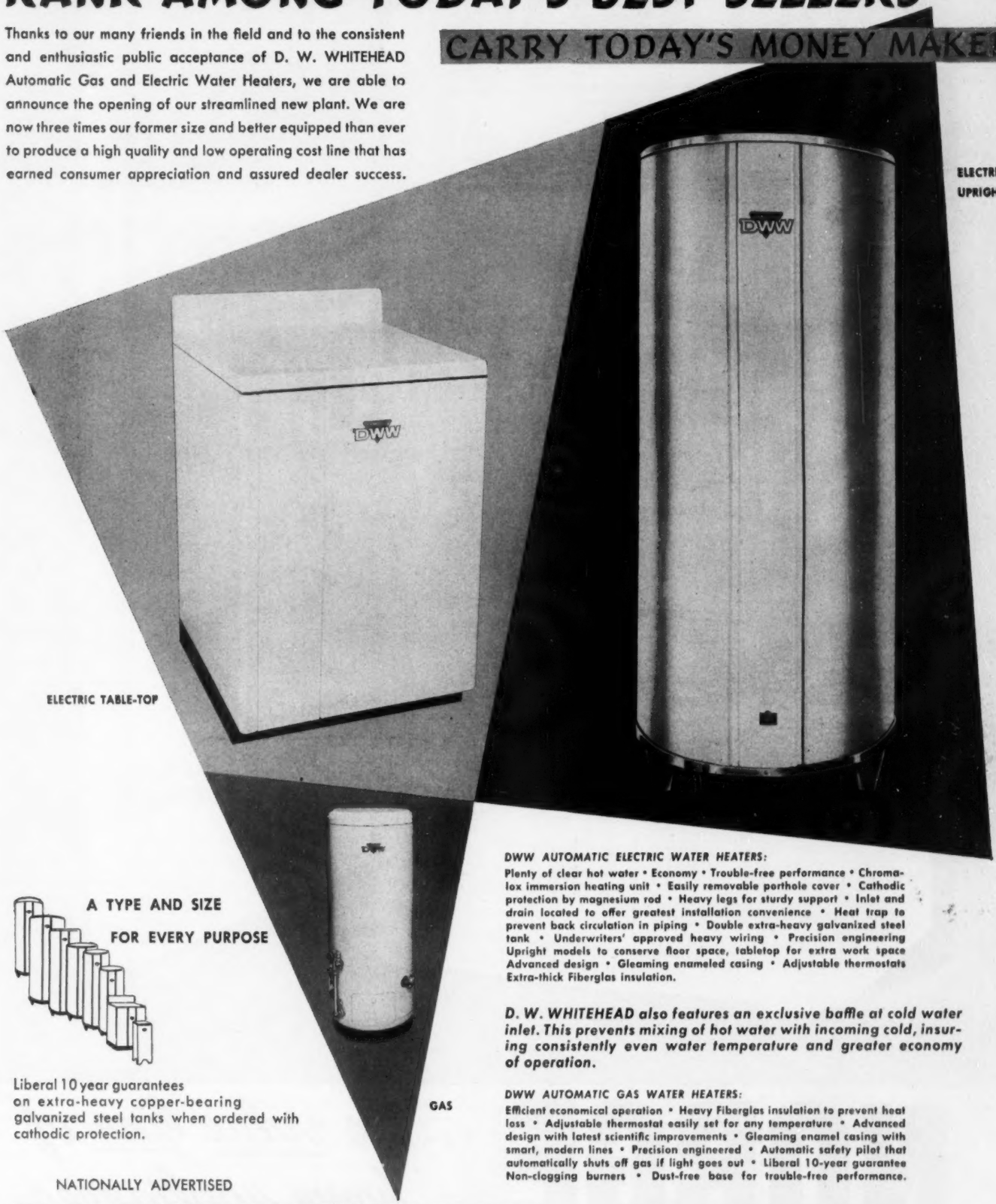
Newspaper advertising began to pay results, not because of any legerdemain

(*Continued on page 140*)

WHY DWW AUTOMATIC WATER HEATERS RANK AMONG TODAY'S BEST SELLERS

Thanks to our many friends in the field and to the consistent and enthusiastic public acceptance of D. W. WHITEHEAD Automatic Gas and Electric Water Heaters, we are able to announce the opening of our streamlined new plant. We are now three times our former size and better equipped than ever to produce a high quality and low operating cost line that has earned consumer appreciation and assured dealer success.

CARRY TODAY'S MONEY MAKERS



DWW AUTOMATIC ELECTRIC WATER HEATERS:
Plenty of clear hot water • Economy • Trouble-free performance • Chromalox immersion heating unit • Easily removable porthole cover • Cathodic protection by magnesium rod • Heavy legs for sturdy support • Inlet and drain located to offer greatest installation convenience • Heat trap to prevent back circulation in piping • Double extra-heavy galvanized steel tank • Underwriters' approved heavy wiring • Precision engineering Upright models to conserve floor space, tabletop for extra work space Advanced design • Gleaming enameled casing • Adjustable thermostats Extra-thick Fiberglas insulation.

D. W. WHITEHEAD also features an exclusive baffle at cold water inlet. This prevents mixing of hot water with incoming cold, insuring consistently even water temperature and greater economy of operation.

DWW AUTOMATIC GAS WATER HEATERS:
Efficient economical operation • Heavy Fiberglas insulation to prevent heat loss • Adjustable thermostat easily set for any temperature • Advanced design with latest scientific improvements • Gleaming enamel casing with smart, modern lines • Precision engineered • Automatic safety pilot that automatically shuts off gas if light goes out • Liberal 10-year guarantee Non-clogging burners • Dust-free base for trouble-free performance.

A TYPE AND SIZE FOR EVERY PURPOSE

Liberal 10 year guarantees on extra-heavy copper-bearing galvanized steel tanks when ordered with cathodic protection.

NATIONALLY ADVERTISED

D·W·WHITEHEAD

D. W. WHITEHEAD MANUFACTURING CORP.,
1218 Walnut Ave., Trenton 9, N. J.



NORGE ...the value line of home appliances

MERCHANDISE MART, CHICAGO 54 • DIVISION OF BORG WARNER

IT'S THE LOWEST PRICED FULLY AUTOMATIC DEFROSTING REFRIGERATOR

JET SELF-D-FROSTER MODEL 816

NORGE

REGULARLY SELLING AT

$299.95

This price applies from coast to coast

Featuring the same famous defrost system found on the top Norge models!

It's a sales story for you! A beautifully-styled Norge with fully automatic Jet self-defrosting that's dollars below competition! Other features by the score, too. Handidor! Cross-top freezer chest! Meat Keeper! All these and more at a hot retail price—only $299.95!

Other values in the line? You bet! You see, *every* Norge model from top to bottom was designed and priced for fast sales!

Here's a leader that'll bring in prospects!

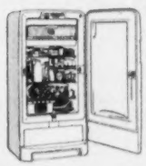
It's new Norge Model 702—with ample margin for promotional selling! Remember—it's *not* a stripped-down model. For its features include a 34-lb. capacity cross-top freezer chest, shucker trays, and large sliding crisper under glass.

Yes, the Norge line is filled with step-up features for higher profit selling. Yet, the top Norge model lists for only $399.95—not $450 or $550. This combination of sound features and *sensible* prices is what makes the Norge line a natural for volume sales.

THESE GREAT NEW NORGE MODELS DESIGNED AND PRICED FOR FAST SALES!



701—Promotion Model—large freezer chest, meat keeper, crisper, blue trim.



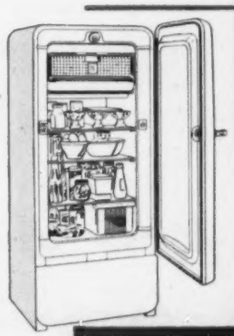
811—large cross-top freezer chest, crisper, tall bottle shelf, blue and gold trim. $239.95



812—large frozen food capacity, Handidor, wide crisper, glacier tone trim. $269.95



912—large freezer chest, adjustable shelves, Handidor, ice gold trim. $299.95





916—same as Model 912 *plus* Jet Self-D-Froster and 4-speed Butter Bank. $349.95



1112 — large frozen food capacity, adjustable shelves, Handidor, ice gold trim. $349.95



1116—Jet Self-D-Froster, freezer chest, adjustable shelves, beautiful ice gold color trim. $399.95

WELCH AIR FLIGHT® WINDOW FAN

retails for $39.95
gives maximum air flow



WHEN YOUR CUSTOMER WANTS

A WINDOW FAN, for wood sash or steel casement windows, that can also be used on desk, table or wall.

MORE COOLING AIR than ordinary fans deliver.

STREAMLINED STYLING with beautiful aerodynamic design.

REVERSIBILITY, by merely turning on its own base, for air intake or exhaust.

PORTABILITY, for use anywhere in the home and ready for trips and vacations.

AND WANTS ALL THIS at a modest price

RECOMMEND to your customer the

WELCH AIR FLIGHT FOUR WINDS.

Complete with window bracket
Overall height: 20 inches
Width: 18 inches
Overall depth: 9¾ inches
Weight: 10 pounds
Motor guarantee: 5 years
Retail price: $39.95

The Welch Air-Flight Four Winds, aerodynamically designed to pull in air from the sides as well as the back, delivers more cooling air than any ordinary fan of comparable size. Welch AERO-INDUCT LOUVERS (with the same cross section as an airplane wing) increase air intake . . . eliminate back lash . . . give maximum air flow. No side panels are required. As a result the Welch Air-Flight Four Winds model pulls in more air, delivers more cooling air.

BE PREPARED TO SELL FANS THIS YEAR!

All forecasts say "Fans will be in big demand in 1953." Last year many dealers and distributors lost sales and profits simply because they did not anticipate the demand for fans. Order Welch Air-Flight models *NOW!*



Models 11 and 12—Air-Flight Deluxe
Biggest selling hassock fan in the industry. Has louvers from base to top, a patented feature that increases air-flow efficiency. This type floor circulator available only from Welch.
Retail $49.95



Model 20W—New! Air-Flight Window Fan
A large 20" window, table or floor fan with the easy portability usually found only in smaller fans.
Retail $59.95



Model 15—Air-Flight Special
The popular, low-cost floor circulator, with famous Welch design and patent features.
Retail $36.95



Model 24—Twinmaster
The most flexible twin-fan on the market. Blades individually reversible. Fits sash and casement windows. 6-speeds.
Retail $69.95

SELL WELCH AIR FLIGHT CIRCULATORS

See your distributor, or write direct

W. W. WELCH COMPANY • CINCINNATI 2, OHIO

110 Air Conditioners

CONTINUED FROM PAGE 136

involved in the ads themselves, but rather through their persistence. Most of the ads utilized were of the mat type provided by manufacturers and distributors and in mid-August a pleased manufacturer ran a full-page ad on his product, appending the K & G name without cost to the store. That ad, incidentally, sold 11 units.

Room Units Cool Store

A clever bit of store engineering greeted each prospect lured out to the store, either by radio or newspaper advertising. Well aware that it is foolish to offer air conditioning equipment from a non-cooled store, Mr. Gummelt took the unusual step of cooling the big K & G store with three Mitchell room coolers, all of the ¾ ton variety. One operates between two entrances at the front of the store on a standard display stand. Another was mounted in the wall. This was accomplished by cutting through the wall an aperture large enough to contain the unit, projecting its condenser section outside of the store. Neatly furred in, the wall plastered and painted around it, this is, of course, a permanent, eye-appealing installation, with a lot of special appeal. A third cooler is operating near the credit office at the rear of the store. Although only 2¼ tons of actual air conditioning is applied, the store maintains a cool 80 degrees or less during the hottest summer weather. Visitors are always surprised, and sometimes dumbfounded to find that the three units are capable of keeping an above-average-size appliance store comfortable. "We simply insulated every crack, eliminated all heat-producing mechanisms in the store possible, and keep the units running through the night," Mr. Gummelt says. "We were surprised ourselves at the job achieved."

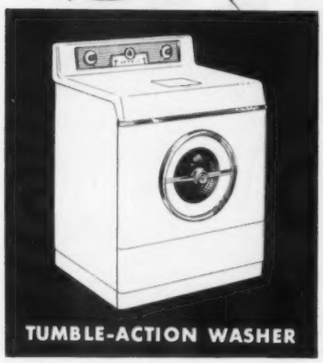
Customer Follow-up

It wasn't long before the combination of heavy advertising and this store display began getting results. Mr. Gummelt, who each year sells a heavy volume of gas and oil-fired space heaters for the mild winters normal to Waco, used the telephone and direct mail to follow up on each past customer. Those who had bought central heating plants, or more expensive, high b.t.u. output floor furnaces, etc., were considered natural prospects for package air conditioning. Around 70 percent of the total volume was sold to customers already on the Gummelt books and well sold on the store.

"There are not many limitations on this field," Gummelt says. "Practically everyone is an air conditioning prospect, but people are still generally unfamiliar with the units, afraid to make so large an investment, worried about the service problem, etc. By cooling our store, backing it up with an excellent service department, and making so large an advertising splash that we were bound to be considered whenever the subject of package conditioners comes up, we got the desired results." *End*

Opportunity knocks 3 times in '53 for BENDIX HOME APPLIANCE DEALERS

1 You start 1953 with all the great sales-making power of the BENDIX LAUNDRY LINE

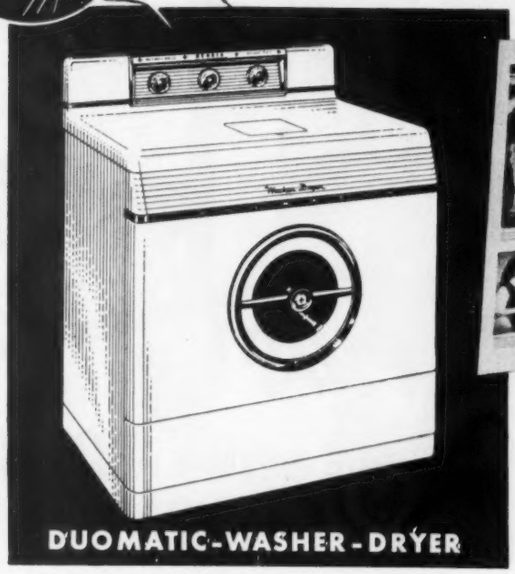

TUMBLE-ACTION WASHER


ECONOMAT


DIALAMATIC


DRYER

2 Then you add the astounding new BENDIX DUOMATIC world's first and only all-in-one WASHER DRYER


DUOMATIC-WASHER-DRYER



and now...



...3 you add the

NEW BENDIX KITCHEN APPLIANCE LINE

with this Record Smashing

more huge multi-page units in **LIFE** *(such as this one scheduled for March 23 issue)*

PLUS *tremendous drive in leading magazines, supplements and network TV*



PLUS

DAVE GARROWAY on "TODAY"

NBC TV Network telecasts featuring one of the air lanes' greatest salesmen!





BENDIX
"BONUS DOOR"
REFRIGERATORS





BENDIX
FOOD SAVER
FREEZERS

Campaign Behind It!

BENDIX
CIRCALITE
PUSH-BUTTON
RANGES







THINK WHAT BENDIX NOW MEANS TO YOU IN STORE TRAFFIC, VOLUME AND PROFIT!

Take terrific products . . . add terrific promotion . . . multiply by all the millions who know and honor the Bendix name . . . and you have an unbeatable combination for dealer success! Three facts are already apparent thus early in 1953: (1) The new Bendix Duomatic has been even more of a sensation than the enthusiastic trade predictions indicated; (2) Sales of all other Bendix laundry appliances have been boosted tremendously by traffic the Duomatic created; (3) Dealers and customers alike have been delighted with the ultra-smart styling and super-abundance of features in the new Bendix Refrigerators, Freezers and Electric Ranges. With three major developments like these in their favor, it's no wonder that opportunity is knocking for Bendix dealers!

DON'T MISS THIS OPPORTUNITY...

SELL THE FULL BENDIX LINE

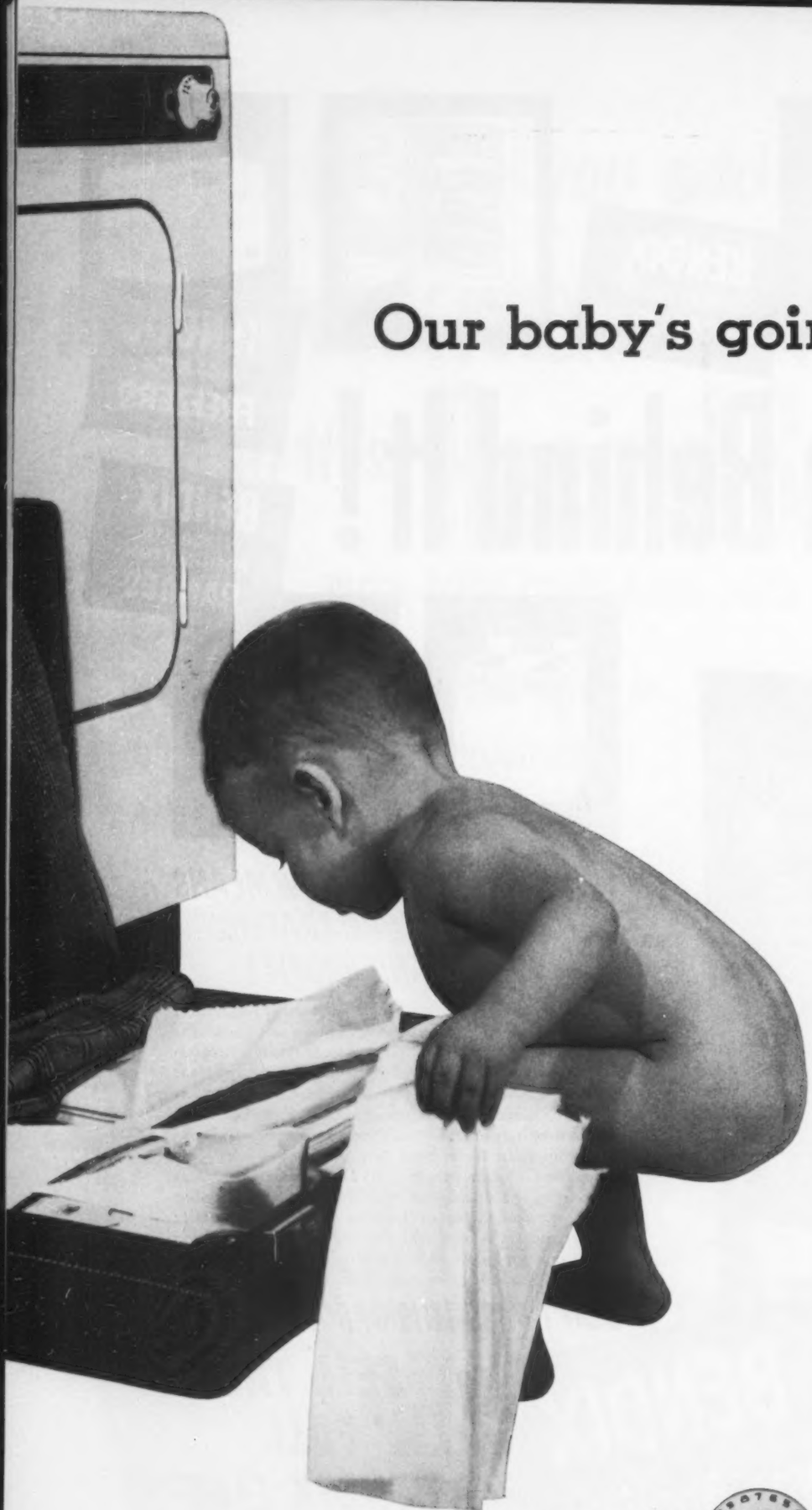
If you can't lick 'em . . . jine 'em! There may still be room in your territory to handle the full Bendix line. Why not find out now . . . from your Bendix distributor?

BENDIX
Home Appliances

GET SET TO CASH IN NOW!

BENDIX HOME APPLIANCES
Div. AVCO Manufacturing Corp., South Bend, Indiana

Our baby's going places!



FROM THE START, we said, "This youngster's going places." That was 13 years ago when we helped pioneer the automatic dryer. Today even we are amazed at how right our forecast was.

Sales of dryers using the Lovell Drying System are up about 10 times over 1949.

Since shortly after World War II, we've been urging dealers to get their share of the big, new dryer market. Move in now with dryers equipped with the Lovell Drying System.

Nine big features to talk about:

1. *Thermostatic Dial Control* provides:
   (a) Automatic shut-off at desired dryness.
   (b) Complete heat range for any fabric.
2. *Vacuum Drying System* preheats air, costs less to operate, reduces lint accumulation.
3. *New Extra-Large Infrared Element* has three times more heating area, purifies clothes, dries them more gently.
4. *Easy-To-Unload Door* is extra large, opens all the way. Gives full visibility.
5. *Air-Cooled Cabinet* allows easy access for cleaning or repairs.
6. *Easy-To-Clean Lint Trap.*
7. *Lint Trap Safety By-Pass* prevents clogging if user fails to empty trap.
8. *Outdoor Humidity Vent* is easily connected at rear, if desired.
9. *Handy Clean-Out Duct* to remove sand and small objects.

America's newest household blessing

Lovell DRYING SYSTEM
ELECTRIC and GAS

LOVELL MFG. CO. • ERIE, PA.

Also makers of famous Lovell Pressure Cleansing Wringers

The Lovell drying system is used in 17 leading makes of tumble-type dryers, both gas and electric. Look for the Lovell Dri-Rite Single Dial Control.

(Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer — and that the combination costs less than she thinks!)

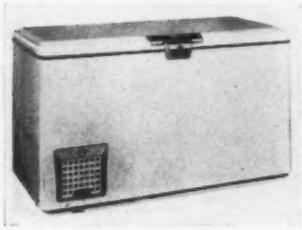
ELECTRICAL APPLIANCE NEWS

NEW PRODUCTS



ANNA A. NOONE
New Products Editor

1953 Freezer Lines



THOR Freezers

Thor Corp.,
2115 S. 54th Ave.,
Chicago, 50, Ill.

Models: Thor chest type Thrifty Freezers Nos. 2000, 2001 and 2002.
Selling Features: No. 2000, 9 cu. ft. capacity holds 315 lbs. food; ⅛ h.p. Tecumseh hermetically sealed unit; Freon 12 refrigerant; automatic lid latch super fast 2½ cu. ft. freeze compartment; Dulux enamel finish; safety light; rubber door gasket; recessed to base; 3½ in. Fiberglas insulation counter-balanced lid; automatic interior "spray-light"; heavy gauge wire racks.

No. 2001, 15 cu. ft. capacity; holds 525 lbs.; ¼ h.p. unit; Freon 22; same features as No. 2000.

No. 2002, 22 cu. ft. model holds 770 lbs. food; ⅓ h.p. unit, Freon 22.

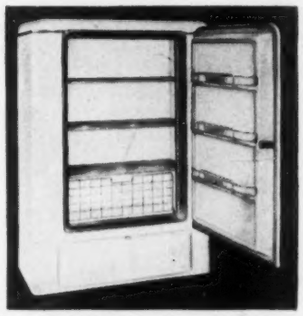


RYAN Freezers

Ryan Industries,
Refrigerator Div.
Hopkins, Minn.

Models: Ryan Freeze Pantry upright freezers Nos. 19A and 19LD.
Selling Features: Both models have 19 cu. ft. capacity and hold 665 lbs. food; cabinet occupies less than 1 sq. yd. floor space; coiled shelves for fast freezing; inventory record on door interior; ½ h.p. Tecumseh unit; built-in door lock; automatic alarm signal; hi-density Fiberglas insulation; Freon 22 refrigerant; illuminated compartments; all steel construction with aluminum interior; 19A has 4 separate compartments divided by refrigerated shelves; each compartment has 2 aluminum doors which permit access to any compartment with minimum cold loss.

19LD has 4 separate compartments divided by refrigerated shelves.



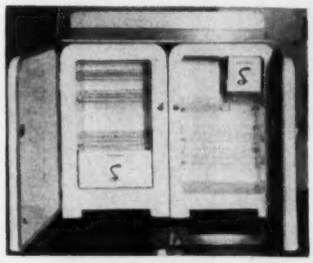
BEN-HUR Freezers

Ben-Hur Mfg. Co.,
Milwaukee, Wis.

Models: Ben-Hur 1953 freezer line includes 1 upright and 4 chest models.
Selling Features: 20-cu. ft. upright has 770 lb. frozen food capacity and fits in floor space 48x29 in. 5-surface direct-contact freezing; 2-tone blue interior trim; new door design with 3 utility door shelves labeled "Juice Bank," "Tomorrow" and "Left Overs".



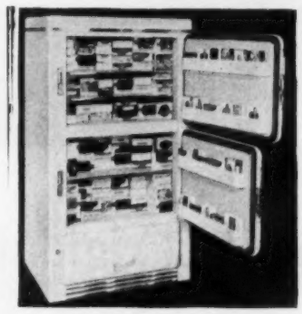
Redesigned chest models include a 20, 9, 13.2 and 16.8 cu. ft. capacities with "Desert-Dri" cabinet design to eliminate condensation on outside of cabinet; "Flexi-Flo" counterbalanced cover design provides cold-tight seal between cover and chest; "Slamless" latches; separate sharp freezing compartment; 2-tone blue; inside lights actuated automatically by mercury switches, and handy wire food baskets and racks.



QUICFREZ Freezers

Quicfrez Inc.,
Fond du Lac, Wis.

Models: Quicfrez "color Harmony" keynotes 4 new freezers—9, 13.2, 16.8 and 20 cu. ft. sizes.
Selling Features: Green interior lid is featured in all models with chrome hardware and trim; Other features include "Dri-Chest" construction; Safety-Dial control. Quicfrez is also continuing its popular "twins" a 4.2 cu. ft. upright freezer and matching 5.5 cu. ft. refrigerator. Available as a package unit they provide 9.7 cu. ft. under a plastic covered table top 9.3 sq. ft. work surface.



HOWARD Freezer

Howard Refrigerator Co., Inc.,
4745 Worth St.,
Philadelphia, 24, Pa.

Model: Howard F-18 TU-DOR freezer.
Selling Features: Has 17½ cu. ft. capacity; automatic directional freezing furnished by 6 directional freezer plates; 20½ sq. ft. shelving area; 4 extra food storage shelves provided on back of doors; both doors have separate locks with keys; stores approximately 610 lbs. food; door interiors in pastel blue; freezer exterior; completely vaporsealed; aluminum; white baked enamel experior; completely vaporsealed; Fiberglas insulation; equipped with ½ h.p. Hermetically sealed unit.



CROSLEY Freezers

Crosley Div.,
Avco Mfg. Corp.,
1329 Arlington St.,
Cincinnati, 25, O.

Models: 6 Shelvador freezers in Crosley 1953 line.
Selling Features: Models include 5 chest type SDF-6, 6 cu. ft. model with 210 lbs. food capacity; CEF-9, 8.82 cu. ft. capacity, 308 lbs. food; SEF-15, 508 lbs. food; CEF-15, 14.5 cu. ft. capacity holds 508 lbs. food; CEF-20, 20 cu. ft. capacity holds 700 lbs. and one upright model UEF-20, 20 cu. ft. model holds 700 lbs. food.

Features include push bar latch and self-opening lid; lid shelves; stacking baskets; Soft-Glo color treatment; signal light in nameplate indicates proper freezing temperatures inside cabinet; 2-position cold control for "storage" or "quick freeze"; handy shelf for loading and unloading; automatic interior flood-



light; tumbler-type lock built into latch handles; refrigerated surfaces on all sides and bottom.

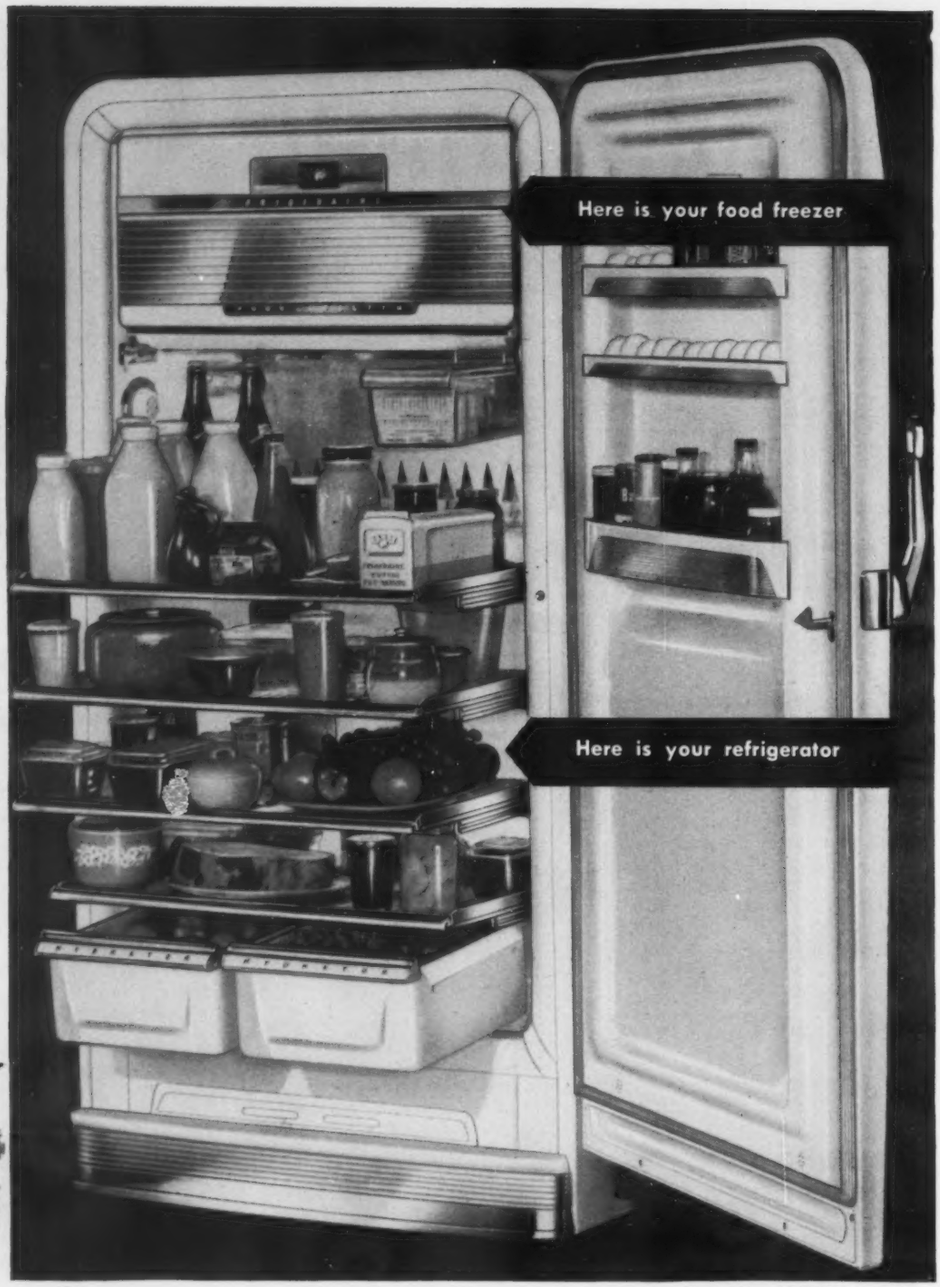
Upright model has freezer coils in all shelves; all aluminum interior.











Imperial model IS-106

New Cycla-matic Frigidaire – a true food freezer and refrigerator for today's startling New Ideas of living



In one year, "Cycla-matic" has made a deep impression on millions of modern homemakers who want a modern food-keeper.

Like today's brilliant new homes, filled with work-saving ideas, this Cycla-matic Frigidaire Imperial model is keyed to today's more leisurely way of living.

It is a roomy, separate food freezer, *plus* a big refrigerator with automatic defrosting and Roll-to-You Shelves. Packed with new conveniences, ranging from the ingenious Butter Pre-Server to exclusive Levelcold.

There are new Imperial and De Luxe Cycla-matics—offered only by Frigidaire—including a new 2-door model. Drop in now on your friendly Frigidaire Dealer. He'll explain Frigidaire's unmatched advantages—show you why *now* is the time to trade in your old refrigerator on a brand new Cycla-matic Frigidaire, the food freezer-refrigerator Arthur Godfrey recommends on his daytime TV-radio show.

This new Cycla-matic Frigidaire was designed to correct every shortcoming of your present refrigerator



This is the big separate food freezer where you can keep frozen foods for months!

This completely insulated, separate food freezer provides ample room to store almost 50 pounds of frozen foods of all kinds—in and out of season. In this big compartment, with its separate cold system, you'll keep meat, leftovers, cake, almost anything you wish, for months in complete safety. Levelcold keeps frozen foods hard and safe, regardless of room temperatures—even during defrosting of the refrigerator. Yes, you'll save time, work, worry—and eat better, too!



Cycla-matic defrosting gets rid of frost before it collects in the large refrigerator compartment!

Here, in the most automatic refrigerator made, is the newest, simplest automatic defrosting ever developed. Frigidaire's exclusive Refrig-o-plate with automatic air control provides new Cycla-matic defrosting that banishes frost in the refrigerator as soon as the filmiest veil appears. Defrosting is fast, it's safe, it's sure—without any application of heat or manual controls. Your refrigerator is always ready—never "shut down" when you may need it most!



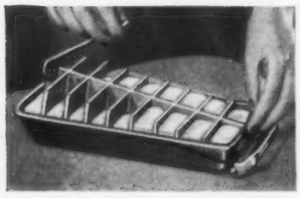
All the Imperial Cycla-matic shelves roll out for ease and convenience!

Frigidaire's sturdy Roll-to-You Shelves—another Frigidaire first—are made of rust-proof aluminum. They glide out all the way—put even back shelf foods at your finger tips. All the shelves roll out in Imperial models—one or more in De Luxe models. Door shelves add storage space. There's a Utility Tray, for convenient one-place storage of cheese and small packages—extra-deep Hydrators.



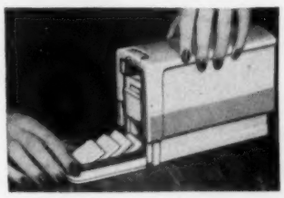
The simplest refrigerating mechanism ever built—the exclusive Frigidaire Meter-Miser!

Here's safe, sure, constant protection for all foods—fresh or frozen—provided by the sealed-in-steel Meter-Miser. This famous-for-years Frigidaire compressor is the best-known, the simplest cold-making mechanism ever built! Never needs oiling. Quiet, economical, dependable—proved in millions and millions of Frigidaire homes. Has 5-Year Protection Plan.



Exclusive Quickube Trays

The only ice trays with finger tip tray *and* cube release. Big, solid, crackling-cold cubes pop out in a jiffy—without muss, fuss, or bother.



New Butter Pre-Server

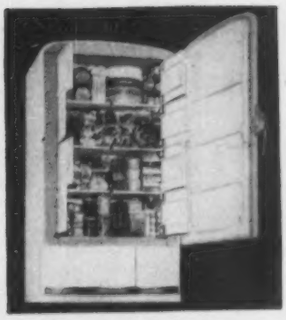
Here's the *safe* way to keep butter—and the easy way to serve it! Butter is sliced into easy-spreading teaspoon-size pats. Only Frigidaire has it! (In Imperial Models.)

This ad in full color—

will be seen by millions in Life and The Saturday Evening Post. Arthur Godfrey is also recommending these wonderful Cycla-matic models to millions of prospects on his daytime TV-radio show.

Cycla-matic Frigidaire *Built and backed by General Motors*

NEW PRODUCTS



MANITOWOC Freezers

Manitowoc Equipment Works, Manitowoc, Wis.

Models: Manitowoc upright freezers in 18½ and 14 cu. ft. sizes.
Selling Features: Cold hold inner doors; Watching-Eye warning light; floating-type inner panel for main door; automobile-type lock in latch; practical shelf design with space between shelves and walls for free circulation of air; melting frost drops easily down smooth walls to bottom shelf for quick defrosting; Strata-Cold food protection from all 4 walls blankets food and seals in flavor; handy switch sends temperature to 20 degs. below zero for quick-freezing; no thermostat re-setting required before or after quick-freezing; "contact" freezing on bottom shelf next to coils; Therma-Seal construction; hermetically sealed compressor. 18½ cu. ft. model occupies only 2½x3 ft. floor space.



ADMIRAL Freezers

Admiral Corp., 3800 W. Cortland St., Chicago, 47, Ill.

Models: 7 freezers in Admiral 1953 line—4 uprights and 3 chest models.
Selling Features: Upright models include an 11 cu. ft., a king size 27 cu. ft., and two 19 cu. ft. models. 11 cu. ft. model available with right and left hand doors, glacier blue door liner, lifetime porcelain enamel interior styled to match Admiral Dual-Temp or 11 cu. ft. refrigerators; full length Thermodoor; 2 Quick-Freeze shelves.

27-cu. ft. model has 4 separate compartments, each with 2 aluminum inner doors; holds about 965 lbs. food; automatic alarm buzzer.

Chest models 13, 17 and 20 cu. ft. capacities feature counter-balanced lids; removable baskets; dry wall construction; glacier blue interiors; red signal light to warn of power failure.



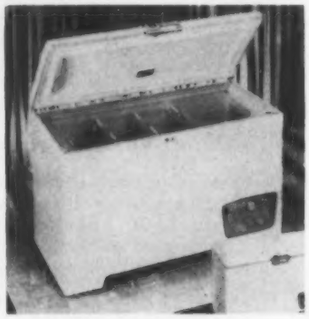
LEONARD Freezers

Leonard Div., Nash-Kelvinator Corp., Detroit, Mich.

Models: Leonard 1953 freezer line includes 4 chest models and a new upright.
Selling Features: LFR-183 upright, has 630 lb. capacity in 18 cu. ft. storage space; 36 in. wide, 30⅝ in. deep, 67¾ in. high. 4 separate compartments each with its own pair of polystyrene, center-opening, inner doors; refrigerant coils entirely surround top, bottom, back and sides of cabinet interior providing sub-zero surface area. Polarsphere sealed unit; special control located in machine compartment pulls temperatures below normal zero for sharp freezing.

Chest model LFR-63, 6 cu. ft., holds 210 lbs. LFR-93, 9 cu. ft. model holds 325 lbs.; LFR-133, 13 cu. ft. model holds 450 lbs. 9 and 13 cu. ft. models have automatic floodlight, strong wire basket; "Pastri-Rack" for storing baked goods.

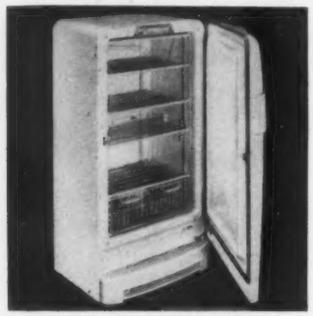
20 cu. ft. model LFR-203, has 700 lb. capacity; 2 heavy-gauge steel wire baskets one is the "Pastri-Rack"; baskets rest on removable folding rack.



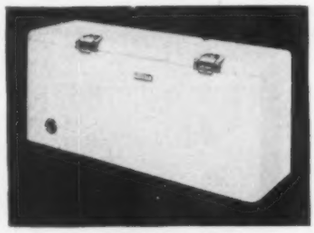
REVCO Freezers

Revco Inc., Deerfield, Mich.

Models: 3 Chill Chest models, CF, 153, CF-233 and CF-83 and an upright model, No. UF-113.
Selling Features: Features in 1953 line includes a new low-temperature refrigeration system; no fan noise, no condenser cleaning, elimination of moisture condensation on outside cabinet wall surfaces; new type signal light system utilizes special 2-color lens.; restyled lid, hardware and grille; frozen juice rack holds 9 cans; easy lift food baskets; modern, positive lad latch



and lock; counter-balanced lid with positive adjustment; recessed toe space; automatic interior light; extra-thick Fiberglas insulation; removable dividers; freezing food book and dial chart. CF-153 has 15 cu. ft. capacity; CF-233 has 23 cu. ft. capacity; and CF-83 has 8 cu. ft. capacity. Upright, UF-113 has 10.5 cu. ft. capacity.



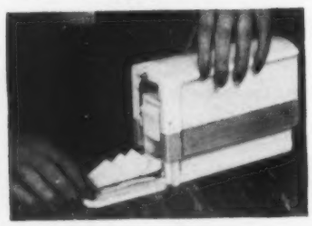
BENDIX Freezers

Bendix Home Appliances Div., Avco Mfg. Corp., South Bend, Ind.

Models: Upright 18 cu. ft. model and 4 chest models.
Selling Features: Upright model holds 608 lbs. food; takes up no more space than 12-ft. refrigerator; 4 inner doors insulated with ½ in. Fiberglas; each door stressed for use as loading shelf and will hold 100 lbs.; top door swings down flat for short women.

Chest models have counter-balanced self-lifting lids; push-pull handle; pastry rack; removable middle shelf.

1953 Refrigerator Lines



Butter Pre-Server

FRIGIDAIRE Refrigerators

Frigidaire Div., General Motors Corp., Dayton, 1, Ohio

Models: Frigidaire 1953 line includes 4 Cycla-matic models—2 Imperial and 2 Deluxe; 2 Master series with automatic defrost; 5 Standard budget-priced models with full-width freezer and one with vertical chest; and 5 special models.



Selling Features: Top of line, IS-108, Cycla-matic Imperial 2-door freezer-refrigerator combination has 10.8 cu. ft. capacity; separate freezer holds 73 lbs. frozen food for several months. Imperial combination LS-106 has 10.6 cu. ft. capacity with single exterior door.

Both models feature Butter Pre-server which stores ¼ lb. butter at safe refrigerated temperatures and cuts it into square pats ready for cooking or table use. Thin pats soften rapidly for easy spreading. Pre-Server can be stored anywhere in refrigerator compartment and used at table if desired.

Freezer compartment of 10.6 cu. ft. model holds 47 lbs. frozen food; and includes 4 gold-and-blue aluminum Quickube trays with built-in tray release and lever.

Deluxe combination freezer-refrigerator models DS-106 and DS-90 also equipped with Cycla-matic cooling and automatic defrost system, Refrig-o-plate; removable aluminum roll-out shelves; door shelves; fruit-and-vegetable hydrator; interiors have blue gold and plastic trim and freezers hold 47 and 44 lbs. respectively.

Master model MS-90 has automatic defrosting system; full-width 40-lb. super-freezer chest, roll-out shelf, 2 removable shelves and a half-shelf. ½ bu. fruit and vegetable hydrator; door shelves and Quickube ice trays.

Master MS-86, 8.6 cu. ft. model has automatic-reset defrosting.

5 Standard budget-priced models with full-width freezer chests: SS-114, 11.4 cu. ft.; SS-97, 9.7 cu. ft.; SS-86, 8.6 cu. ft.; SS-74, 7.4 cu. ft.; SS-72, x 7.2 cu. ft. In addition, a 7.7 cu. ft. model No. SS-77 is also available with a vertical super-freezer. Freezer capacities range from 15.9 to 47.5 lbs.; other features include full-width chill drawers, hydrators, door shelves; automatic interior lights; 1-piece cabinets; special Frigidaire insulation; porcelain-finished food compartments; leveling glides and cold-controls.

5 special models with capacities from 4.4 to 18 cu. ft. for compact apartment-sized kitchens to extra large size for extra large households

NEW PRODUCTS



QUICFREZ Refrigerators

Quicfrez Inc.,
Fond du Lac, Wis.

Models: 5 refrigerators in Quicfrez 1953 line features "color harmony".

Selling Features: "Color Crest" on white exterior harmonizes with colors in interior green, and silver or gold. Models have 9.6 cu. ft.; 9 cu. ft.; two 7.4 and a 7.2 cu. ft. size. Imperial 9.6 model has green door, freezer chest door; Quic-Chill tray, freezer chest pull, crisper drawer pull and 3 shelves in Handi-Dor are accented in gold and chrome.

9 cu. ft. Stylist has freezer chest, Quic-Chill tray and crisper drawer all trimmed in chrome and silver.

Imperial 7.4 model has same features as 9.6.

Stylist 7.4 same as Stylist 9, plus shelves in Handi-Dor.

Custom 7.2 has green and chrome color trim; a full-width freezer chest, Quic-Chill tray and trimmed shelves.

In addition to above Quicfrez line includes a 6 and a 5.5 cu. ft. model.

1953 Range Lines



ADMIRAL Ranges

Admiral Corp.,
3800 W. Cortland St.,
Chicago, 47, Ill.

Models: Admiral 1953 range line includes five 40-in. ranges; a 30-in. range and a 20-in. apartment sized unit.

Selling Features: Adjustable broilers featured in new line, permit moving rack up or down while meat is cooking, without handling hot broiling pan; redesigned ovens have broiler recessed, baking unit concealed, giving full width from top to bottom and making oven easier to clean.

Thermometer-type Flex-O-Heat switches on three 40-in. ranges turn heat up and down similar to radio volume dial and give quick picture of degree of heat being used; redesigned control panel is raised and tilted for easy viewing; Monotube surface units swing out easily for quick cleaning.

Self-basting, self-turning rotary roaster or barbecuer optional on all models except 20-in. range; pull-button timer-clock for automatic cooking. 30- and 40-in. models have dual purpose cooking well unit. Customs 40-in. model 4CH14 has 2 ovens.



FRIGIDAIRE Ranges

Frigidaire Div.,
General Motors Corp.,
Dayton, 1, Ohio

Models: Frigidaire 1953 range line includes 12 range models: 4 De luxe 40-in. models; 3 Master 40's; three 30's and two 21 in. apartment models.

Selling Features: Deluxe 40's feature porcelain-finished white slanted-front cabinets; 1-piece tops trimmed in chromium, plastic and gold with new Quick-Clean oven design. 1-piece rounded corner construction of ovens eliminates cracks and crevices; new Radiant twin-tubular units at bottom of oven are self-cleaning and provide more effective heat for baking and roasting; units and reflectors "angle-mounted" for even heat distribution; new cushion door seals.

Top Deluxe model RS-70 has 2 complete ovens and such deluxe features as "window-light surface unit switches; Cook-Master automatic oven control; Time-Signal; triple-duty Thermizer deep well cooker with Thriftomatic switch; 2 roasting and broiling pans; and waist-high broilers; signal lights for both ovens; oven interior lights; full-width fluorescent cooking-top lamp; automatic appliance outlet; two 8-in. and two 6-in. Radiantube surface units; full-width utensil drawer with Nylon rollers.

RS-60 and RS-50 equipped with Wonder Ovens that permit baking and broiling, or baking and roasting



in same oven at same time at different temperatures. RS-60 has large warmer drawer instead of second oven; RS-50 has storage drawer.

RS-40, of slightly different styling is similarly equipped without Wonder Oven.

Master series top model has 2 ovens; new divided-top; 2 Radiantube cooking units; Simplimatic controls; oven signal lights; Cook-master automatic controls; full-width storage drawer.

Master model RS-20, similar to 2-oven range with a single, even-heat oven, large storage drawer and wide cooking top lamp. RS-10 has similar styling and basic design but Cook-Master and certain other features not included.

Three 30-in. models in line features new Deluxe model RS-38 with new high back panel, full-width fluorescent cooking top lamp; built-in Cook-Master; time signal automatic appliance outlet and oven interior light; large oven holds up to 6 pies or 10 loaves bread; 4 surface units on divided top; full-width storage drawer; slant-front design, porcelain cabinet are other features.

RS-35 equipped with wide lamp and control panel; Cook-Master automatic oven control; and economy model RS-30.

RS-4 and RS-3, 21-in. apartment models have 4 and 3 surface units respectively.



CROSLEY Ranges

Crosley Div.,
Avco Mfg. Corp.,
1329 Arlington St.,
Cincinnati, 25, O.

Models: Four 1953 Crosley ranges: RE-PDO, RE-PD; RE-D and RD-E.

Selling Features: RE-PDO, equipped with special deluxe double oven RE-PD, special deluxe single oven; RE-D, deluxe



single oven and RD-E economy single oven. An apartment size with 4 or 3 surface burners also available.

3 top ranges completely automatic, while an accessory lamp and timer are available for economy single oven model. Push button controls on top special deluxe models; Crosley designed bake-best oven unit; floor levelers. Newly designed back panel for RE-PDO and RE-PD with fluorescent fixture.

Self-sealing, self-adjusting oven door; divided top; 7-heats; removable reflector pans; flush-to-wall installation are other features.



UNIVERSAL Dishwasher-In-Range

Cribben & Sexton Co.,
69 W. Washington St.,
Chicago, 2, Ill.

Device: Universal combination automatic gas range and James portable automatic dishwasher, that rolls in-and-out of range.

Selling Features: Gas range features an electric clock control with 4-hour timer; automatic ignition for oven and broiler; interior oven light; fluorescent lamp with fluted glass shade.

James portable dishwasher rolls anywhere; no installation costs, wiring or plumbing; attaches to any hot water faucet, sink or drain, plugs into any outlet. Features sweep-flow washing action with solid sheet of water, 80 gals. a min.; easy to load; water softener automatically added to final rinse; radiant heat drying: holds over 100-pieces; stainless steel interior.



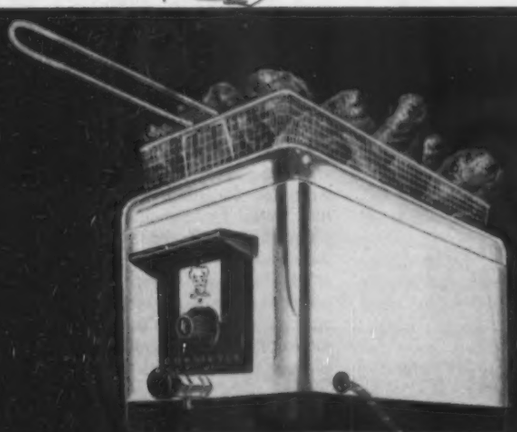
COFFEE-WELL Automatic Percolator

with Dormeyer's Perfect-Perk Selector . . .
automatically makes the best coffee
you've ever tasted – every time!

TWO GREAT NEW

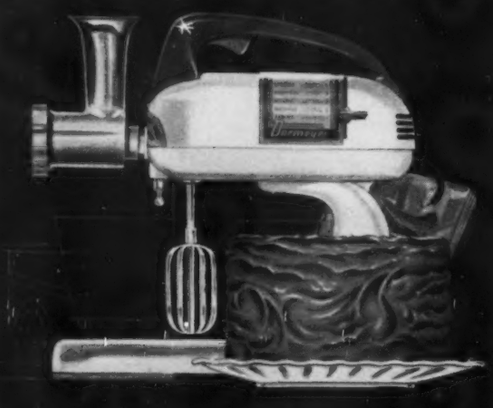


Here's a sales "natural" for you! The new Coffee-Well percolator has every feature your customers could want! Completely automatic: brews coffee to exactly the flavor you choose . . . signals when ready . . . keeps coffee hot until served. Big capacity, smart styling. They're coming off the production line now – get your quantity order in right away! $29.95



FRI-WELL Deep fries to a turn! Perfect, too, for cooking soups and stews and casseroles – any deep-well cooking. Automatic thermostat, fast Monotube heating, safe neat Drain-Away Faucet. $29.95

POWER-CHEF Grinder-juicer-mixer – all three, and de luxe! Built-in power drive. 10-speed dial selector, Magic-Mix Arm, automatic beater release. Mixing head easily detached for portable use. $46.50



ALL DORMEYER APPLIANCES ARE FACTORY-GUARANTEED, AND APPROVED BY UNDERWRITERS' LABORATORIES, INC.



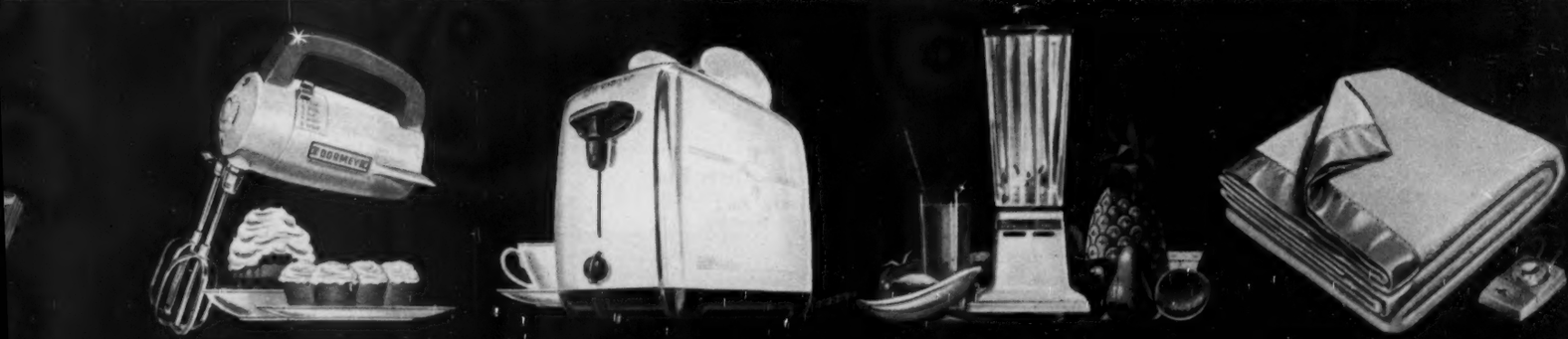
BROIL-WELL Rotisserie-Broiler
broils and grills, barbecues and roasts twice as fast as ordinary methods . . . and with twice-as-good-to-eat results!

DORMEYERS for you!



Cash in on popularity!—the fast-growing demand for rotisserie-broilers, *plus* the established prestige and quality of Dormeyer. The new Broil-Well has a motor-driven rotisserie spit . . . roomy broiler tray . . . five levels for broiling and grilling—or toasting . . . large warming-plate top. A great broiler, a great seller, at a truly low price! **$49.95**





"DORMEY" The portable mixer with Big-Mixer features: 5 full-powered speeds, full-size beaters with finger-tip release. Stands on end for neat, easy draining. $19.95

TOASTMAKER Extra-wide wells—toasts even rolls and muffins. Toast-Timer with automatic pop-up. Chek-It Lever for two different shades of toast at one setting. $19.95

BLENDER Hurricane action—blades turn at 22,000 r.p.m.!—liquefies, mixes, whips, grates, shreds, grinds or pulverizes in seconds! Hi-Speed motor never needs oiling. $34.95

NEW ELECTRIC BLANKETS Rest-Well Dial—Blanket automatically maintains warmth you choose. Single or dual controls. Rouge Red, Cameo Pink, Lawn Green and Alice Blue.

DORMEYER CORPORATION • KINGSBURY AND HURON STREETS • CHICAGO 10, ILLINOIS • In Canada: Fox Agencies Limited, Port Credit, Ontario

NEW PRODUCTS



R & M Window Fan

**Robbins & Myers, Inc.,
Memphis, 2, Tenn.**

Model: R & M casement window fan.
Selling Features: Designed for modern homes; easy to install in standard 3-light casement window; extra panel for standard 4-light window furnished; can be mounted with or without screen; 2 speeds: twin 12-in. fans can be reversed electrically for day or night cooling; capacities range from 1300 and 1500 cfm at low speed to 1550 and 2000 cfm at high speed; silver gray finish; weather-proof motor housing.

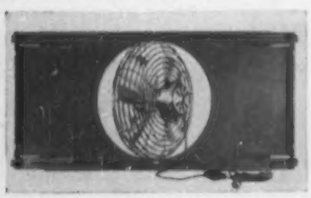


HANDYBREEZE Fans

**Chciago Electric Mfg. Co.,
6333 W. 65th St.,
Chicago, 38, Ill.**

Models: "Safe-T-Guard" twins—No. 3392 oscillating table fan and No. 3393 window ventilator.
Selling Features: Safe-T-Guard oscillator has oscillation adjustment of from zero to 90 degs; button type speed selector switch—off, high and low; giant-knob, tilt adjustment locks fan; cast-metal base; gray with ice blue fan-blades.

"Safe-T-Guard" reversible window fan acts as an intake or exhaust fan swings about and locks firmly into place in its own frame; secured to window-frame on inside of panel making it burglar-resistant; side panels adjust from 28 to 37 in.; weatherized against corrosion; gunmetal metallescent.



Both models are 12-in. fans with 1000 cfm; 4-pole motors; 115 volts, 60 cycle, a.c.



FASCO Hassock Fan

**Fasco Industries Inc.,
Rochester, 2, N. Y.**

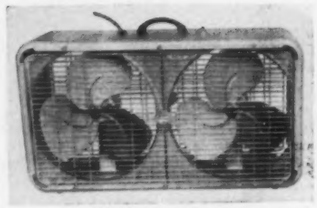
Model: Fasco 12-in. hassock or floor fan, No. 56.
Selling Features: All-aluminum blades deliver 3500 cfm at highest of 3 speeds; draws cooler air from low levels, spreads it around providing gentle secondary circulation of all air in room; solid base prevents floor dust from being drawn through fan and recirculated; can double as stool, hassock etc; blades completely guarded; blue-grey finish; 14-in. high, 15-in. diam.



PORTA-BREEZE Fan

**The Lau Blower Co.,
Dayton, 7, Ohio**

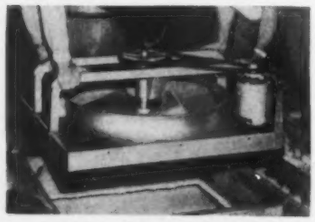
Model: Porta-Breez 20-in. combination pedestal, portable and window fan.
Selling Features: Pedestal stand permits unit to be rolled on rubber wheels to any room, up to windows for exhaust or intake; may be tilted to any desired angle and raised or lowered to direct air flow as needed; fan unit may be lifted from stand; carrying handle provided for carrying to any part of home or office; adjustable metal spacer panels available for permanent or temporary installation into sash-type windows for exhaust or intake; windows may be opened or closed without removing unit; 3-speed motor; the hub mounted in rubber; finger-proof "snap-in, snap-out" guards on both sides; 2-tone baked enamel; complete with 6 ft. white rubber cord.



FRESH-AIR MAKER Fan

**Schwitzer-Cummins Co.,
1145 E. 22nd St.,
Indianapolis, 7, Ind.**

Model: C-25 Casement window twin-fan unit.
Selling Features: Portable twin fan unit for casement and sash windows; reversible can be hung to blow in or out; easily portable—rubber feet protect furniture and convenient carrying handle; 2 speeds—1500 rpm at high and 800 rpm at low; two 1/40 h.p. motors.



HUNTER Attic Fan

**Hunter Fan & Ventilating Co.,
400 S. Front St.,
Memphis, Tenn.**

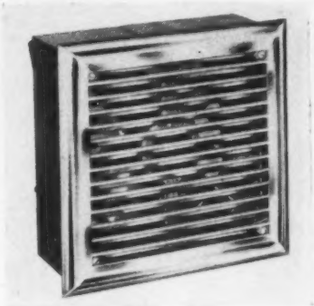
Device: Hunter package attic fan.
Selling Features: Requires only 18 in. attic clearance; no suction box to be built; no screws or belts to hold fan in place; rubber cushion provides an air seal and insulation between fan frame and floor; available in 3 sizes with air ratings as follows: 24 in. fan, 5000 cfm; 30-in. fan, 7000 cfm; 36-in. fan, 10,500 cfm; improved ceiling shutter opens and closes automatically as fan is turned on or off.



LE JOHN Fan

**Le John Mfg. Co.,
Huntington, West Va.**

Model: Tri-Phoon Direct-Aire ventura fan with "Velocity Boosters."
Selling Features: "Velocity Boosters" are specially designed directional veins or fins that straighten out the air-flow, giving 5 times the penetration of conventional fans; designed so that it can assume innumerable positions—by pushing button at top and pulling the handle, it swings from hassock position to swing-up or vice versa. In either position the blades can be pointed up, down, facing forward or back; 3300 cfm air delivery; in hassock position fan is 24 in. high; in swing-up position it is 43 in. high.



BROAN Fans

**Broan Mfg. Co., Inc.,
1669 N. Water St.,
Milwaukee, 2, Wis.**

Models: Broan Motordor wall fans No. 11 and No. 80.
Selling Features: No. 11, 10-in. diam. model moves 600 cfm. No. 80, 12-in. diam.; moves 900 cfm; both are equipped with non-radio interferring, 1550 rpm, 115 volt, 60 cycle a.c. motor. Insulated, motorized Motordor operated by remote control switch actuates a reduction gear mechanism, opening the Motordor as fan starts and remains closed, keeping drafts, weather and insects out; also eliminating damper rattle when fan is not in use. Chromeplated or white enamel finish "Fantom-Gril" has free air opening that conceals fan interior; adjustable wall sleeve for various wall thicknesses.



K-M All-A-Round Fan

**The Knapp-Monarch Co.,
St. Louis, 16, Mo.**

Device: Combination portable blower, circulator and window fan; quiet 2-speed operation; 3-piece casement window hangers included; deep pitched 4 paddle steel blades; built-in air nozzle; for day and night cooling it hangs in casement or conventional windows for an all-around house cooling unit; as floor circulator; it can be slanted in any direction. Provides 3000 cfm at high speed; 2 units may be hung in same window in opposite direction.

PHILCO

Writes a New Page of Progress in Appliance History

Scoops the Industry again for 1953... with spectacular new engineering and merchandising "Firsts" in

REFRIGERATORS
ELECTRIC RANGES
FREEZERS



Read the News!

PHILCO

ends the search for the

PERFECT REFRIGERATOR

Brings to the American public the greatest refrigerator ever conceived by refrigerator science—establishing under the Philco name, a new standard of perfection in refrigerator service unapproached by anyone else in the Industry!

IT THINKS FOR ITSELF

For years, refrigeration science has sought the ideal refrigerator—one that gives perfect refrigeration under all conditions of use, and is free from the errors of human control. It's here, at last, from the Philco Laboratories! The incomparable Philco "Automatic" fulfills the dream of refrigerator science beyond anything ever before known. Automatically delivers ideal refrigeration for fresh foods. Automatically controls humidity—never too moist or too dry. Automatically defrosts itself! Stores frozen food at zero and sharp freezes at 20° below, in huge separately sealed, independently operated freezer. It's the new sensation in refrigeration from Philco—here to bring Philco dealers profitable higher unit sales in 1953.



PHILCO *Sloping Front Freezer*

HERE IN NEW MODELS AT NEW LOWER PRICES

8 to 18½ cu. ft. capacities. America's most distinctive freezer design—Philco Sloping Front—now here in the biggest selection of models ever offered—up to huge 18½ cu. ft. New price leader models $30 to $50 less than lowest priced 1952 Philco! Sell-up models in every major size bracket, to bring you profitable higher unit volume. *Freezers*—one of the greatest new profit opportunities in the entire appliance field for 1953. Get set to get your share with the line that leads at every price—PHILCO.



PHILCO GIVES FABULOUS NEW SALES APPEAL TO ELECTRIC RANGES WITH *COLOR*

To the most advanced features in electric ranges, Philco now adds *a choice of color at no extra cost.* A crowning color accent in red, yellow, "Key Largo" and neutral gray or platinum—bringing to Philco dealers the greatest new selling appeal in the entire range industry. In models from popular prices up, Philco Color-Styling will "steal the show" wherever ranges are displayed or pictured in 1953.

Another Exclusive Philco Feature . . . Now Added to

BUILT-IN JIFFY GRIDDLE
"BROIL-UNDER-GLASS" • QUICKSET TIMER



PHILCO Launches New 1953 Appliance Lines
with the

Greatest Concentration of Advertising and Promotional Power

EVER SEEN IN THE INDUSTRY



Smashing full-color spreads and pages in The Saturday Evening Post, Life, Collier's, Better Homes. Full-color ads in leading farm papers. Big space newspaper ads up to full page and double truck sizes in key markets, coast to coast. Network radio and television coverage unmatched in the appliance world. And for local tie-in the biggest campaign of dealer advertising, displays, tabloid mailings, store promotions in the whole history of appliance selling. It's ready and it's here now for you to make your 1953 appliance season a record breaker right from the start.

Greet the New 1953 Season with

PHILCO

THE LINE THAT LEADS

Get the Full Story Now from Your PHILCO Distributor

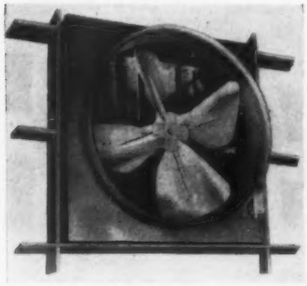
NEW PRODUCTS



K-M Duo-Aire Fan

The Knapp-Monarch Co., St. Louis, 16, Mo.

Model: Duo-Aire all-purpose fan No. 3-510.
Selling Features: Can be used as a blower, circulator and as a window fan; KM reversing gear revolves motor and blade unit within housing as housing turns on base, so that fan can be turned from blower position into hassock or circulating position; high velocity, 1500 rpm quiet, cool-running motor; 4 large blades riveted to steel hub; 2-speed switch; safety guard completely encloses blades; 16 in. diam., 18 in. high. As hassock delivers 3000 cfm at high speed, 1800 cfm medium; blower 1500 cfm high, 900 cfm medium. a.c. only rose amber enamel finish.



FRIGID-FAV Attic Fan

Circulators & Devices Mfg. Corp., 128 32nd St., Brooklyn, 32, N. Y.

Device: "Frigid" FAV-36 package unit attic fan with built-in automatic shutter.
Selling Features: 36-in. fan mounted on sealed ball bearings; G-E motor wired with fusible link cut-off switch; Venturi-type orifice for maximum air delivery; ivory-white baked enamel shutter and with aluminum ready cut trim; requires 36x36 in. ceiling hold.

HANDYBREEZE Window-Aire

Chicago Electric Mfg. Co., 6333 W. 65th St., Chicago, 38, Ill.

Model: Handybreeze "Window-Aire" window exhaust fan No. 3394.
Selling Features: Equipped on inside with "Safe-T-Guard" plus an auxiliary-guard on outside; deep-pitched, 20-in. Torrington fan-blades; direct-drive, ☆ h.p. GE motor; exhausets 3660 cfm on high; 3-speed-and-off selector switch; for windows from 28 to 34 in. 115 volts, 60 cycle a.c.

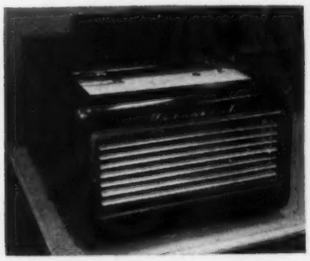


FASCO Fan

Fasco Industries Inc., Rochester, 2, N. Y.

Device: Fasco oscillating fan No. 163.
Selling Features: Desk-bracket oscillating fan with heavy-duty shaded pole induction motor; 3-speed operation; motor fitted with oversize bearings; wide aluminum blades designed and pitched to balance with motor output to deliver greater air delivery with less noise; oscillating mechanism totally enclosed in motor case; blue-grey finish.

1953 Air Conditioner Lines

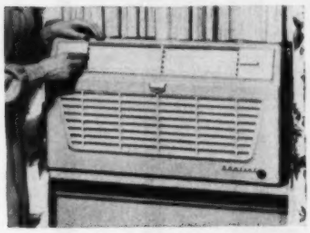


COOLER-AIRE Conditioners

Artkraft Mfg. Co., Lima, O.

Models: 2 new Cooler-Aire room coolers CA-75 and CA-50.
Selling Features: CA-75, ¾-ton window type conditioner for rooms up to 485 sq. ft.; easily installed; cools, circulates, removes stale air, dust, odors, dehumidifies; eliminates noise; removes 2.25 pts. moisture per. hr.; hermetically sealed refrigerant system uses Freon 12; slinger condenser fan; 12x20 in. filter; ice green enamel on steel and aluminum.

CA-50, a new type portable, window air conditioner, lightweight and counter balanced; requires little more than 1 sq. ft. window space and window needs to be open less than 2 in. for installation; filler strips completely close opening; fits any window sill including casement type; room moisture cannot be re-circulated back into room; motor and condenser are entirely outside the room; building wall acts as insulator in eliminating motor noise; cooling capacity 6100 btus per hr.; approximately 4.5 gal. moisture removal per 24 hrs; ice green finish; cooling unit, inside room is 14 in. high, 13 in. wide 8 in. deep; condensing unit outside room is 14⅛ in. x 19¾ x 13⅜ in.



ADMIRAL Air Conditioner

Admiral Corp., 3800 W. Cortland St., Chicago, 47, Ill.

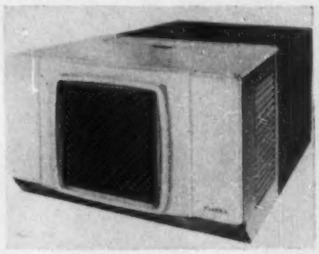
Models: Admiral room air conditioners available in 4 sizes—½, ½, ¾ an 1-ton capacities.
Selling Features: Unit extends only 3 in. into room; 12 different dial settings; operating cycle cools, dehumidifies, circulates, ventilates, exhausts and filters air; can also be used to circulate, clean and filter without refrigerating air; thermostatic control optional; lifetime aluminum filter removable for cleaning; each unit fits into a mounting cradle which can be installed in few minutes in window prior to inserting conditioner; directional flow louvres send cool air straight out, up, down or in any combination of these settings. ½-ton unit has 4200 btu capacity per hr.; ½ ton, 6200 btus.; ¾ ton, 9100 and 1-ton 11,200 btus.; all have permanently lubricated motors. ¾ unit is available in 115 and 230 bolts.



QUICFREZ Air Conditioners

Quicfrez, Inc., Fond du Lac, Wis.

Models: Quicfrez room air conditioners available in sizes ½, ¾, and 1 h.p. sizes.
Selling Features: ½ h.p. and ¾ h.p. sizes for 115 volts; and ¾ and 1 h.p. sizes for 220-volts; unit is compact —16¾ in. high, 29½ in. wide, 29½ in. deep; dove gray bonderized cabinet with polished gray border trim; adjustable louvres control direction of air circulation; cleanable filters remove dust, dirt, soot, pollen and keep room humidity at comfortable level; hermetically sealed compressor. 3 controls—for cooling, exhaust and fresh air intake—concealed by sliding top of interior shell; thermostatic control optional.



VICTOR Air Conditioner

Victor Products Corp., Hagerstown, Md.

Models: Victor window type room air conditioner No. RC-75.
Selling Features: Plastic front frame protrudes 13⅞ in. into room; ¾ ton capacity; extracts 2½ pts. moisture every hr.; sealed-in-oil compressor operates on 115 volts, 60 cycle; filters screen out dust, soot.



usAIRco Air Conditioners

United States Air Conditioning Corp., 3300 Como Ave., S.E. Minneapolis, 14, Minn.

Models: usAIRco 1953 room cooler line includes ½, ¾ and 1-h.p. sizes.
Selling Features: Designed for year-round operation; cools, dehumidifies, filters, circulates, exhausts and ventilates; built-in thermostat permits selection of desired room temperature and includes damper controls; plastic pan under evaporator coil collects condensate which is drained back to slinger sump through rubber hose; cork and asbestos impregnated felt insulation through cabinet; redesigned louvers; control knobs concealed beneath hinged cover on top panel; modern cabinets in "Tucson Beige" baked enamel.

Manufacturer suggests smaller unit for rooms 200 to 300 sq. ft.; ¾-ton for 300-400 sq. ft.; and 1-ton for 400-600 sq. ft. areas.

LEONARD Air Conditioner

Leonard Div., Nash-Kelvinator Corp., Detroit, Mich.

Model: Leonard room air conditioner No. LRAC-80.
Selling Features: ¾ h.p. sealed unit with a rating of 8,800 btus an hr.; moisture removal capacity of 2½ pts. an hr.; 33¾ in. long, 26½ in. wide, 13⅜ in. high; projects 9½ in. into room; easily installed in double hung window from 27 to 48 in. wide. Extra-wide spacer panels for winders over 48 in.; 2-tone tan-and-brown finish.

Mr. Dealer: IN FAIRNESS

COMPARE

BEFORE YOU BUY ANY



MODEL 75WAC
AIR CONDITIONER



MODEL 50WAC
AIR CONDITIONER

Compare These Exclusive *Vornado* Features



Vortex Control
Only Vornado offers 20% greater cooling effect. Gives room comfort and cooling without draft.

Comfort Selector
This simple visual guide shows convenient controls for 8 settings—ventilating, circulating, exhausting, cooling and dehumidifying.

Twin Air Circulators
Twin pressure blowers move air at high velocity as far as 30 feet in a room without drafts. Circulators tilt right or left—up or down—and rotate in a 360° arc for complete room cooling.

Variable Cooling Control
Permits any desired degree of cooling from 8800 to 7700 BTUs without complicated controls. Eight settings and combinations of cooling for any weather condition.

Superb Beauty and Design
Vornado's streamlined cowling and two-tone grey-green finish have eye-appeal and buy-appeal. Women everywhere prefer its neutral color and smooth lines.

Here's what *Vornado* Air Conditioners will do for you—

- ★ **DEEPER PENETRATION** Thirty feet in a room without drafts.
- ★ **GREATER CIRCULATION** Cool air moves to *every part* of the room.
- ★ **HIGH VELOCITY** Moves air farther and faster.
- ★ **QUIET OPERATION** You have to "listen" to hear it.

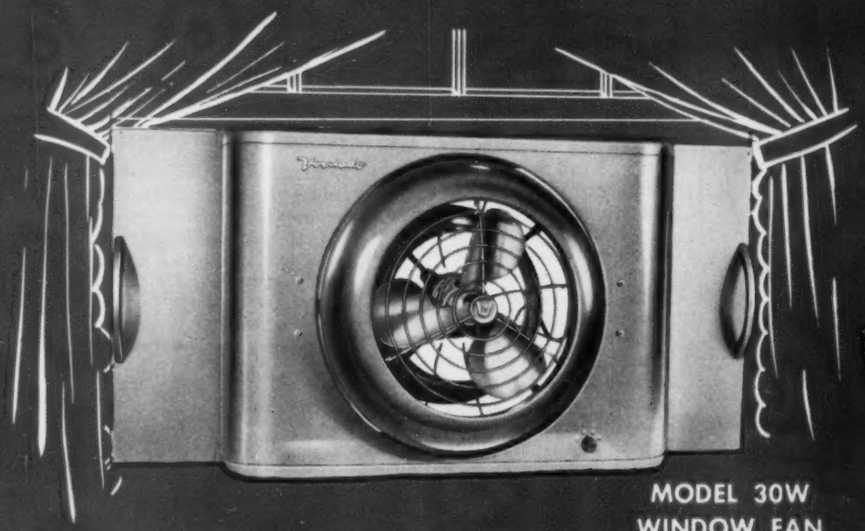
DEMAND A COM *Fair Treatment*

THE O. A. SUTTON
Wichita,
The Only Independent Manufacturer

TO YOURSELF . . .

Vornado®

COOLING APPLIANCE



MODEL 30W
WINDOW FAN



MODEL 38C
AIR CIRCULATOR

Here's what Vornado Air Circulators will do for you—

- ★ **DEEPER PENETRATION** Moves air to every corner of the room without drafts.
- ★ **GREATER CIRCULATION** Cool air moves continually to *every part* of the room.
- ★ **HIGH VELOCITY** Moves air three times farther and faster.
- ★ **QUIET OPERATION** Superbly quiet operation.

Compare These Exclusive Vornado Features

Twin Cones

Vornado's patented twin cones create a Vortex action of air which circulates in a gentle swirling motion, cooling every part of the room.



Deep-Pitched Propeller Blades

Three times more efficient than an ordinary fan. Air is moved farther and faster in a gentle swirling motion with Vornado's exclusive deep-pitched propeller blades.



Complete Circulation

Every part of the room is reached with a Vornado Air Circulator. No blasts of air—but gentle swirling air motion for complete cooling comfort.



Superb Beauty and Design

Vornado's exclusive style, modern design and unmatched beauty add distinction to any setting. Its beautiful two-tone grey-green finish blends with any color scheme.



PARISON TEST!

Quality Merchandise

CORPORATION
Kansas
Specializing in Cooling Appliances



NEW PRODUCTS



FRIGIDAIRE Air Conditioner

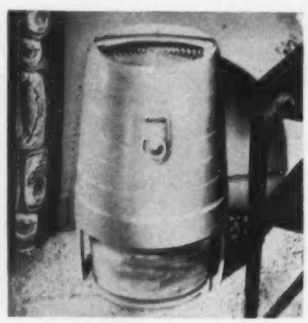
**Frigidaire Div.,
General Motors Corp.,
Dayton, 1, O.**

Device: Compact, self-contained air conditioner for cooling a 6- to 8-room house.

Selling Features: Normally placed alongside furnace in basement and connected to existing ductwork; room thermostat provides automatic cooling temperature control; manual switch for heating or cooling selection.

Unit contains mechanism necessary for cooling, dehumidifying, filtering and circulating air. Available in 3 and 5-ton capacities.

Insulated cabinet interior has 3 sections: refrigerating machine; air conditioning cooling coil; and blower sections. Machine section contains new water-cooled XD Meter-Miser sealed reciprocating compressor. Air conditioning section houses cooling coil, expansion valve; pressure controls and filters. Blower section has motor and cushion mounted blower fan assembly; sheet metal cabinet, gray lacquer finish. Availability: "In limited quantities in second quarter 1953."



ADMIRAL Moisture Conditioner

**Admiral Corp.,
3800 W. Cortland St.,
Chicago, 47, Ill.**

Device: Admiral 2-way moisture conditioner.

Selling Features: Increases humidity content in home in winter and lowers it in summer; humidifying cycle in which water is evaporated and moisture-laden air distributed through home has been added to conventional dehumidifying cycle in which moisture is taken out of air. Set at "dehumidify" the unit removes up to 3-gal. water every 24-hrs.; set at "humidify" it puts up to 2 gal. water into air every 24 hrs. In humidifying cycle a pivotal heater is immersed in a 3-gal. water container, this evaporates water and fan circulates and distributes moisture-laden air; when all water has been evaporated, the heater turns itself off automatically.



INTERNATIONAL HARVESTER Dehumidifier

**International Harvester Co.,
180 N. Michigan Ave.,
Chicago, 1, Ill.**

Device: I-H dehumidifier No. L-24.
Selling Features: Has capacity to remove 12 qts. water a day; 1/9 h.p. compressor; designed for use with a standard pail or it has a hose connection for installation near a drain; weighs 60 lbs.



VICTOR Dehumidifier

**Victor Products Corp.
Hagerstown, Md.**

Model: Victor dehumidifier DA-3A.
Selling Features: Removes 3 gal. moisture in 24 hrs from 8000 cu. ft. area; evaporator of non-ferrous metals; air circulation provided by 4-blade, 8¾ in. fan which moves approximately 200 cfm; beige hammered steel cabinet 13½ in. wide and deep; 18½ in. high.

Interested in selling Room Air Conditioners, Fans and Dehumidifiers profitably?

Well, you've missed something if you didn't see the February issue of ELECTRICAL MERCHANDISING. Special reprints of the sales ideas on these products which appeared in February are available at 35¢ each. Write to H. J. Carey, ELECTRICAL MERCHANDISING, 330 West 42nd Street, NY 36.

New RCA Victor Television...

more cabinets, more styles, more finishes...

more sales for you!



The Wayne. 17-inch low-priced leader in this great new line! Maroon finish. Model 17T301. **$199.95**



The Jeffrey. Lowest priced 21-inch console. Finished in mahogany, blond extra. Model 21T313. **$329.50**



The Dobson. 21-inch top-door console, finished in mahogany; limed oak extra. Model 21T322. **$399.50**



The Stockton. 21-inch Regency-styled console. Finished in mahogany or walnut. Model 21T324. **$429.50**

more cabinets . . . more sales

All your customers are *individuals*. One wants a 17-inch table model, another prefers a 21-inch console. Another wants a television-radio-phonograph combination, while still another asks for "the finest set that money can buy."

With RCA Victor, you make the sale *whatever* a customer wants . . . for RCA Victor produces two lines—RCA Victor television and RCA Victor Television Deluxe—with a choice of 23 models . . . 42 different combinations of styles and finishes.

more styles . . . more sales

All your customers are *individuals*. Some like furniture with a French flavor. Others like American Colonial style. Some are strictly Modern.

With RCA Victor, you make the sale *whatever* a customer wants . . . for RCA Victor cabinets come in everything from Provincial, Regency and Colonial . . . to Empire, Contemporary, and Modern.

more finishes . . . more sales

All your customers are *individuals*. Their homes reflect many *individual* tastes. That's why RCA Victor cabinets come finished in dark and blond mahogany, walnut, maple, limed oak, natural cherry, red cherry, shaded auburn, or shaded antique.

Again, *you make the sale with RCA Victor*. In fact, you make *more* than one sale, for as you know, fully satisfied customers tell their neighbors . . . and come back themselves.

And Remember—

RCA Victor, all-time sales leader in television, is now "five ways finer for '53." And it's being backed this year by the biggest advertising campaign in its history. This will be RCA Victor's *greatest* year—and yours, too, if you call your RCA Victor distributor *now!* Sell the television *most* Americans *want most*—and *buy most!*

See your RCA VICTOR Distributor



The Merritt. 21-inch Deluxe console. Mahogany or limed oak (extra) finish. Model 21D317. **$395.00**



The Yorktown. 21-inch Deluxe console. Colonial style, in natural or red cherry finish. Model 21D327. **$495.00**



The Kenbridge. 21-inch Modern Deluxe console, finished in limed oak or natural walnut. Model 21D328. **$525.00**



The Montgomery. 21-inch TV, AM/FM radio, "Victrola" 3-speed changer—mahogany or walnut finish. Model 21T344. **$595.00**

Every year more people buy

AT YOUR SERVICE— the nationwide facilities of the RCA Service Company.

RCA VICTOR

than any other television

Tmks. ®

Prices shown are suggested list, subject to change without notice. Slightly higher in far West and South. All prices include Federal Excise Tax and full-year picture tube warranty.

Presenting Kelvinator's ...A New Sales



New Automatic Washer Opportunity For You!

An Automatic Washer with Features that Sell and Performance that Satisfies ...Tops in Trouble-Free Service!

The New Kelvinator has Features that *Sell!*

This new Kelvinator Automatic Washer can be your key to new, larger volume in Laundry Equipment sales. It has *all* the features, *all* the improvements women look for in buying an automatic washer. One demonstration will convince even the most hesitant buyer that here, at last, is a *completely automatic* washer that gets the *dirtiest* of clothes *really clean*—yet is *so gentle* that it's *safe* for finest underthings!

The New Kelvinator Reduces Installation and Service Costs!

This new Kelvinator Automatic Washer *has no gears!* It is virtually free from any vibration so requires *no bolting or fastening to the floor!* Lubricants are sealed in at the factory. It has only two operating dials—one for water temperature—the other for regulation of washing and rinsing cycles. Flexible water and drain couplings permit inexpensive installation practically anywhere! In the event service should be required, operating mechanism is easily accessible and the entire operating assembly can be taken apart within 7 minutes!

The New Kelvinator offers Performance that *Satisfies!*

Users are the strongest boosters of the New Kelvinator Automatic's performance. That's because Kelvinator has a *special* . . . and different "shampoo" washing action. Washing begins while the tub is only half-full of water and rich creamy suds are at full strength. This pre-sudsing loosens even ground-in dirt and grease. As the washer slowly fills, Kelvinator's "X-Centric" Action Agitator gently pulsates clothes up and down, round and round, flexing them back and forth between soft rubber fins. Then the washer triple-rinses the clothes with "over-flow" rinsing that floats dirt and soap scum *over the top of the tub.* Finally, the clothes are spin-dried, and a signal light notifies the homemaker that her washing cycle is complete!

Kelvinator also has Standard Washers and Electric Ironers!

In addition to the new Automatic Washer, Kelvinator has brought out two conventional wringer-type models with features that will capture the interest of your customers. And there's also the new Kelvinator Ironer. These new products, too, can mean added sales volume for you. Why not look over the entire new Kelvinator Laundry Equipment line at your earliest convenience?

Kelvinator—a Franchise that means Progress!

These new Kelvinator products typify the continuing progress of Kelvinator. They represent a new and added reason why a Kelvinator Franchise is so highly valued in the retail appliance field. We'd like to tell you more about it. Wire or write and we'll get together, soon!

JOIN THE PARADE TO BETTER BUSINESS

WITH **Kelvinator**

Division of Nash-Kelvinator Corporation, Detroit 32, Michigan



REFRIGERATORS • RANGES • FREEZERS • HOME LAUNDRY EQUIPMENT • WATER HEATERS • DEHUMIDIFIERS • KITCHEN CABINETS • SINKS • "ELECTRO-DRAIN" GARBAGE DISPOSERS • ROOM AIR CONDITIONERS


BIG PROFITS
steal the show!
GET SET NOW TO CASH IN ON
THE "EARLY BIRD" BLOWER PROMOTION!
Here's the line that stole the heater show in '52 when Magic Chef sales skyrocketed to DOUBLE the season before. No wonder, when you're selling America's most beautiful heaters packed with easy to sell features. Get BIG PROFIT-producing proof with Magic Chef heaters on your sales floor. See your Magic Chef representative about the red-hot "Early Bird" promotion today!
OIL Cabinet Console
GAS and OIL Color Harmony Console
GAS Radiant Hearth Model
Automatic Comfort with
Magic Chef
GAS and OIL HOME HEATERS
All these important Magic Chef GAS HEATER features
RADIANT HEARTH • TV Styling • Heated Air Circulation • Fan Flame Burner • Golden Glow Radiants • Heat Resistant Glass • Flame Control with All Gases.
GAS CONSOLE • Color Harmony • TV Styling • Heated Air Circulation • Fan Flame Burner • Flame Control with All Gases • Three Pass Heat Exchange.
Magic Chef OIL HEATER features mean heating luxury
• Color Harmony • TV Styling • Heated Air Circulation • Air Seal Construction • Rocket Flame Action • Double Barrel Combustion • Flame Control Plates • Electric Seam Weld • Silent Operation • Pilot Ring Fire.
Magic Chef INC., ST. LOUIS 10, MO.

NEW PRODUCTS



WHIRLPOOL Automatic Washers

Whirlpool Corp., St. Joseph, Mich.

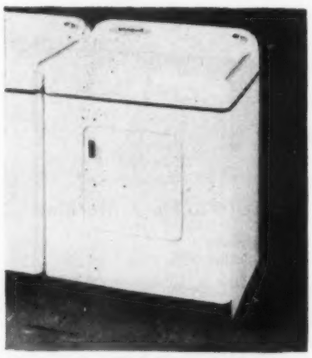
Models: 2 new Whirlpool automatic washers—an apartment-size model, 24-in. wide; and a standard size, 29-in. wide.

Selling Features: Apartment size model has counter-high, flat top; is top loading; 8 lbs. capacity, 15 gal. tub capacity and fits in a wall niche less than 25-in. wide.

Standard size model has 9 lbs. capacity, 16 gal. tub capacity; top loading.

Both models feature agitator action with Perma-smooth agitator, time-control; flexible operation; single dial controls washing operation; any period of cycle may be repeated or omitted. Cycle includes wash, rinse 7 times and damp-dries clothes; no-bolt down; cycle time 18 min. plus washing time selected—1 to 20-min.;

Suds-Miser, permitting indefinite re-use of hot water and suds available at $20. additional on both machines.

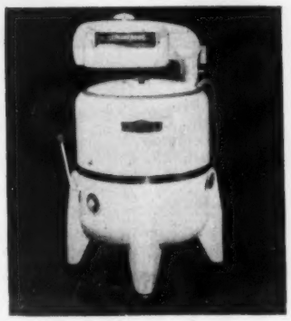


WHIRLPOOL Dryers

Whirlpool Corp., St. Joseph, Mich.

Models: 2 new medium priced automatic dryers, a gas and an electric model.

Selling Features: Both models are matching units to the standard automatic washer, with features similar to Whirlpool's deluxe dryers: temperature is pre-set at 170 degs. F., safety thermostat automatically shuts off heating mechanism if excessive and restarts when temperature drops to proper level; both tumbler and heat are turned off when door is opened; both models have 10 lb. load capacity; air circulation is controlled in both models—forced air passes through heating mechanism before entering drying tumbler, and is then drawn through wet wash and out through exhaust duct and lint trap at rear of cabinet. Electric element consumes approximately 4200 watts at 230 volts.

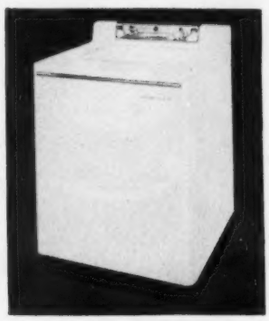


WHIRLPOOL Wringer Washer

Whirlpool Corp., St. Joseph, Mich.

Model: Whirlpool wringer-washer.

Selling Features: Has full 9-lb. capacity; heavy duty wringer; automatic timer; modern design; heavy-gauge steel construction; Surgiflow water action; automatically reversing drain board; oversize motor.



G-E Automatic Washers

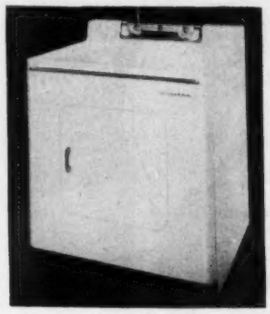
General Electric Co., Home Laundry Equipment Dept., 310 W. Liberty St., Louisville, 2, Ky.

Models: G-E new automatic washers: Custom model WA-650 and Deluxe WA-450, match new dryers, in height, exterior styling, finish, illuminated color-coded control panel etc.

Selling Features: Custom washer controls operation with one color-coded dial and the second "Fabri-Flex" sets temperature of water and turns machine off and on. Settings include off, lights, hot, warm. Pieces can be added, long soaking is possible, and minimum wash, rinse and spin stages are available for new fabrics with Fabri-Flex features. A small load selecto on Custom washer permits washing 5 lbs. in 10 gal. water.

Deluxe model has one non-illuminated rotary dial for cycle control; water temperature is set by small switch on top of backsplasher.

Both models, top-loading, free standing; agitator type washers with manual reset circuit breaker that automatically stops in case of electrical overload.



G-E Clothes Dryers

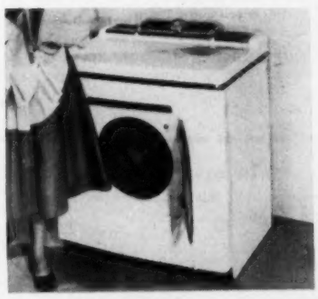
General Electric Co., Home Laundry Equipment Dept., 310 Liberty St., Louisville, 2, Ky.

Models: 2 new G-E automatic clothes dryers, custom DA-620 and Deluxe DA-420.

Selling Features: Both operate on 220-volt, may be adapted for 110 volt operation; controls mounted on 4-in. backsplasher formed as continuation of 1-piece work surface; Custom dryer DA-620 has 2 illuminated dials on backsplasher are color-coded—an indicator light centered between 2 dials glows red during operation—1 dial is for temperature setting, the second starts operation and determines drying cycle length; ozone lamp included.

Deluxe dryer DA-420 has non-illuminated rotary dial for controlling drying time; temperature settings selected by small switch on top of backsplasher.

Extra pieces can be added to either dryer at any time; safety switch shuts off element, stops basket rotation when door opens; pre-selected drying time is not affected by cycle interruption.



ROPER Dryer

Geo. D. Roper Corp., Rockford, Ill.

Device: Roper "Dry-Aire" gas clothes dryer.

Selling Features: Features "Tornado" exhaust; "Jumbo" lint trap; single dial control; smooth drum; automatic ignition; "Zephyr-Aire" drying; "Ozonic" lamp.

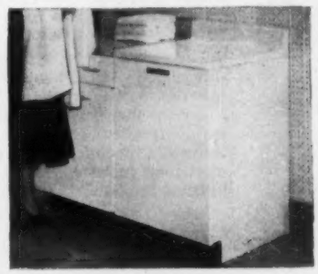


WOMAN'S FRIEND Washer

Central Rubber & Steel Corp. Findlay, Ohio

Model: Regent semi-automatic, 2-color washer.

Selling Features: Semi-automatic control panel in chrome located at waist height to eliminate stooping; timer starts washer and shuts it off at time set for fabric being washed; push-pull controls on panel for washing and draining action; high 4-vane agitator; easy-swing, Lovell safety wringer; aluminum alloy center post; GE-Westinghouse of Delco ½ h.p. motor; efficient pump; splash-proof tub holds 18 gal. to water line—8 to 10 lbs. dry clothes; Dupont Dulux in yellow and white. 5 restyled models in 1953 line.



WESTINGHOUSE Water Heaters

Westinghouse Electric Corp., Mansfield, O.

Models: 3 Westinghouse table top water heaters—a new 50-gal. model plus a 30 and 40-gal. model; and 6 DeLuxe round water heaters.

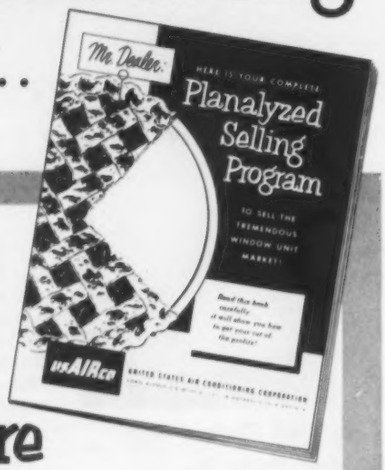
Selling Features: 50-gal. table top heater has same external dimensions as the smaller 40-gal. size—24 in. wide, 25 in. deep, 36 in. high; 4-in. backsplasher on porcelain enamel top. Back-connected piping system permits water lines to be brought up through floor at back of heater, through recesses in rear panel; front panel and top platform removable for access to all parts; drain valve located directly behind front panel. Compact trisnap thermostat on all models.

Features in line include Corox direct immersion elements; Fiberglas insulation. DeLuxe round heaters available in capacities from 10 to 80 gals. feature Dulux finished steel outer shell with 2 rectangular openings for access to elements and thermostats.

usAIRco's UNIQUE

"Planalyzed Selling"

HANDBOOK . . .



helps you sell more window units!

Here are 52 pages devoted entirely to promoting and selling your usAIRco room conditioners! "Planalyzed Selling" helps you plan an effective sales campaign . . . contains a complete direct mail kit of statement stuffers, mailing pieces, post cards and letters . . . radio spots . . . newspaper ads . . . window streamers . . . display pieces . . . plus sound, practical suggestions for boosting window unit sales and general advertising information.

The new usAIRco window unit will be the big sales success this year. usAIRco's twenty-five years in the air conditioning field has taught them what people want . . . what they'll ask for . . . what they'll buy! The new usAIRconditioner meets every requirement customers demand—offers many completely new features! Air conditioning sales are rapidly increasing . . . get more than your share of the profits with usAIRco . . . and your "Planalyzed Selling" handbook!



THERMOSTATIC CONTROL . . . at no extra cost. Automatically maintains desired temperatures.

5-YEAR WARRANTY and generous labor allowance.

3 SIZES to fit every room . . . ½ H.P. . . . ¾ H.P. . . . 1 H.P.

SMART BEIGE CABINET . . . blends with any furnishings, office or home

ADJUSTABLE LOUVERS . . . direct air stream in any direction

CONCEALED CONTROL PANEL . . . for neat, clean, modern design

COMPACT CABINET . . . permits installations in the smallest standard double-hung windows

SIMPLIFIED INSTALLATION KIT . . . means money-saving installations

usAIRco

UNITED STATES AIR CONDITIONING CORPORATION
3300 Como Ave. S. E., Minneapolis 14, Minnesota

A USAIRCO distributorship may be open in your territory. Mail this coupon with your name and address to Department EM 3.

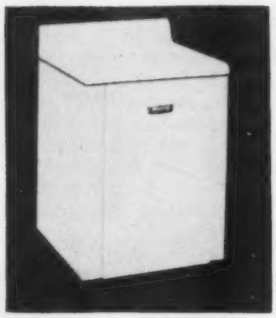
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Business Firm_____

Address_____

City_____ Zone____ State____

NEW PRODUCTS



CROSLEY Water Heaters

**Crosley Div.,
Avco Mfg. Corp.,
1329 Arlington St.,
Cincinnati, 25, O.**

Models: New line of Crosley electric water heaters includes a custom line and a deluxe line in capacities from 12 to 82 gal.

Selling Features: Custom line consists of 10 upright models in sizes, 30, 40, 52, 66 and 82 gal. capacities; all sizes available with single or double elements; 4 table models in 30 and 40 gal. capacities have single or double elements.

Deluxe line of 13 uprights and 4 table models, single or double elements, from 12 to 82 gals.



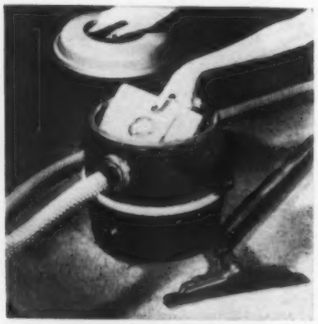
G-E Cleaner

**General Electric Co.,
Bridgeport, Conn.**

Device: Improved "Swivel-Top" cleaner, No. C-1.

Selling Features: Comes complete with 8 attachments stored in portable "Caddy" that can be hung on doorknob; rubber mounted motor in base for low center of gravity equipped with static suppressor to eliminate radio interference; glides easily over rugs and sills; improved "throwaway" bag provides greater dirt capacity; can also be operated without "throw-away" as there is an additional inner cloth bag; diffused exhaust system. Attachments include 2 extension tubes, upholstery nozzle, dusting brush, floor and wall brush, crevice tool demothing bag and a 12-in. nozzle with adjustable brush; 13¼ in. high, 11 in. diam.; weighs 17¾ lbs.; "toe-touch" control at base.

1953 Cleaners



APEX Cleaner

**Apex Electrical Mfg. Co.,
Cleveland, O.**

Model: Apex "Aero-Cleaner" canister type home cleaner.

Selling Features: Finished in maroon with web-like texture and silver enameled cover; matching maroon tools, grey vinyl bumper. Cleaner glides on free-moving, ball bearing rollers; easy-to-remove canister lid permits quick, simple replacement of disposable dust bag; recessed hand grip; high speed, oilless, ball bearing, a.c.-d.c. motor develops 15,000 rpm; Apex diffuser augments performance of its magnesium single-stage fan; 2 steel clamps make a tight seal between lid and cleaner; tool set includes hose, floor brush, rug nozzle, dusting brush, crevice nozzle, swivel adapter, carrying case, upholstery nozzle and extension wands; tool caddy for storage.



REGINA Floor Machine

**Regina Corp.,
Rahway, N. J.**

Model: Regina model A, twin-brush floor machine.

Selling Features: Weighs 35 lbs.; equipped with a ½ h.p. Universal motor and 8-in. brushes giving a 16-in. spread; polishes, scrubs wood, linoleum, rubber, asphalt, plastic, tile, cement, marble, terrazzo and travertine; polishes into corners and up to baseboards; easy portability; precision balance; standard equipment includes a pair of combination brushes for scrubbing, waxing and polishing, a pair of reversible felt buffing pads; a pair of reversible steel wool pads. Extra equipment available includes a complete sanding kit for floors, tables, desks and for edging floors. 2-tone gray baked enamel finish; hand grip and bumper in contrasting color.

SELL USEFUL SPACE... SELL CONVENIENCE... SELL Manitowoc and you sell more of both!

MORE SPACE

Distinctive Upright Design offers up to 18½ cu. ft. of storage capacity in only 2½ x 3 sq. ft. of floor space.

No Hidden Corners . . . full-width door lets your customers use *all* shelf space and still have every package in sight.

Air-Tight Therma-Seal Protection with Fiberglas insulation eliminates unnecessarily bulky walls and adds more interior storage space.

MORE CONVENIENCE

Kitchen-Keyed Styling makes the Manitowoc freezer a handsome and handy addition to kitchen or utility room.

Wipe-Away Defrost is easy and fast—eliminates back-bending and messy "bucket-bailing."

New Cold-Hold Inner Doors offer beautiful interior styling and add file-cabinet efficiency to the storing of food.

New Watching-Eye Warning Light . . . safest and surest protective light of any freezer sold today.

Strata-Cold Design maintains constant temperatures throughout . . . a flip of the quick-freeze switch pulls temperature throughout freezer down to 20 degrees below zero.



18½ cu. ft. model

Manitowoc, a pioneer in upright freezer design, offers you a great freezer future . . . with more product value to sell plus aggressive advertising and merchandising to help you make a good profit. Get in early with Manitowoc . . . investigate today. *Manitowoc Equipment Works, Manitowoc, Wisconsin*

HOW TO HELP TURN *lookers into buyers...*



feature the name THAT MEANS THE MOST IN FINISHES!

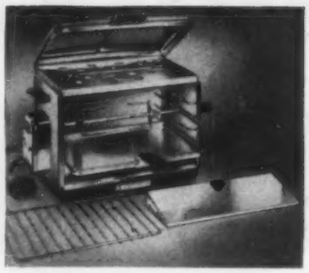
Today, the finish on a product means more to more people. Watch prospects nod approval when they learn it's a Sherwin-Williams finish. The eye-catching beauty and *known* reliability of Sherwin-Williams finishes provide extra "buy-appeal" that helps turn lookers into buyers. It's often the extra touch you need to start a sale . . . to clinch a sale. Too, Sherwin-Williams finishes featured on products help offer proof of uncompromising quality of the products themselves.

Aggressive dealers welcome convenient ways to impress prospects of product finish quality. Market-minded manufacturers are making it easy by contributing the added sales appeal of the best-known name in finishes . . . by identifying the finish with Sherwin-Williams tags, seals or decals.

Look for them on the products you sell. Feature them—to let the finish help you increase sales! The Sherwin-Williams Co., Industrial Division, Cleveland 1, Ohio.

SHERWIN-WILLIAMS
INDUSTRIAL FINISHES

NEW PRODUCTS



DORMEYER Broil-Well

**Dormeyer Corp.,
Kingsbury & Huron Sts.,
Chicago, 10, Ill.**

Model: Dormeyer Broil-well broiler-rotisserie No. 8100.

Selling Features: Super-fast radiant infra-red element with high-low adjustment; rotisserie motor with on-off switch automatically turns spit, which is removable; adjustable skewers; spatter shield protects table-top during roasting or barbecuing; large broiler tray, removable broiling rack, removable insulated handle. 5 tray levels; hinged, handled top can be raised for access to large warming-plate surface above element; 110-120 volts; heating element a.c.-d.c.; rotisserie motor a.c. only.



RAYCINE Hair Cutting Set

**John Oster Mfg. Co.,
Racine, Wis.**

Device: Raycine 3-piece home hair cutting set.

Selling Features: Set consists of electric clippers, tapered comb and barber shears; illustrated booklet of easy-to-follow directions.



PENNWOOD Numechron

**Pennwood Numechron Co.,
7249 Frankstown Ave.,
Pittsburgh, 8, Penna.**

Model: No. 800, Regency.

Selling Features: Automatically calculates time at a glance; available in brushed silver or gold metal case; 3¾ in. high and deep; 7⅝ in. wide.

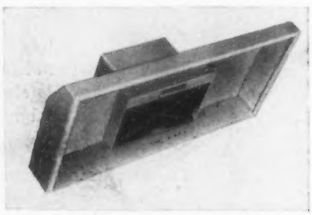


TOASTMASTER Toaster

**Toastmaster Products Div.,
McGraw Electric Co.,
Elgin, Ill.**

Model: Toastmaster Super De Luxe toaster.

Selling Features: Completely automatic from moment toast is placed in toaster—an electric motor lowers bread automatically, starts it toasting, and serves it up automatically without pressing levers. Toasting time is controlled by flexible timer—a bi-metal thermostat with a "heat-up, cool-off" cycle which compensates automatically for voltage variations and the heat of the toaster, allowing just enough time for perfect toast. Toast control dial serves a dual purpose—it permits selection of light, dark or in-between toasts, as preferred; and it allows toasting operation to be stopped at any time desired.



RANGEAIRE Hood-Ventilator

**Roberts Mfg. Co.,
Cleburne, Texas**

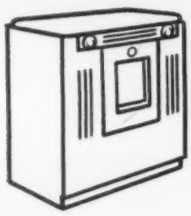
Device: Rangeaire kitchen stove hood and ventilator for under-cabinet installation.

Selling Features: Can be installed directly above kitchen range in built-in kitchen cabinet; adaptable to new or completed cabinets; canopy fits under cabinet shelves with blower and motor housing extending into cabinet enclosure; only front of canopy and back splash panel shows when doors are closed.

Squirrel cage type blower provides ventilating air-flow that picks up cooking odors, fumes, excess heat; easily removed metal filter removes grease, dirt from exhausted air before it reaches blower vanes or motor; panelled tubular light illuminates top of range and cooking air. White enamel, copper or stainless steel; standard size of canopy is 42 x 4½ x 18 in. (special sizes also available).

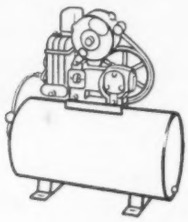
TEST your HORSEPOWER sense!

Do you know the H.P. needed for these products?



CHECK ONE: ( ) 1/6-h.p. ( ) 1/4-h.p. ( ) 1/3-h.p. ( ) 1/2-h.p.

Check! Practically all of today's top-notch clothes dryers use one-third h.p. motors. But did you know that many clothes dryers are powered by Delco Motors? It's true . . . manufacturers of home appliances count on Delco dependability.



CHECK ONE: ( ) 1/6-h.p. ( ) 1/4-h.p. ( ) 1/2-h.p. ( ) 3/4-h.p.

Yes . . . all the above horsepower ratings are in use on water pumps . . . and Delco manufactures motors with each of these ratings. For use on rotary and reciprocating pumps. That's one reason why so many makers of pumps call on Delco for every motor need.



CHECK ONE: ( ) 1/6-h.p. ( ) 1/4-h.p. ( ) 1/3-h.p. ( ) 1/2-h.p.

You win again. The vast majority of disposal units sold today are powered by one-third h.p. motors. One-third h.p. Delco Motors, that is! Disposal unit makers know from experience how Delco Motors stand up on the job . . . provide satisfying, trouble-free service through the years.



DELCO

The best running mate your product can have!

DELCO PRODUCTS

Division of General Motors Corporation, Dayton, Ohio

SALES OFFICES: Atlanta · Chicago · Cincinnati · Cleveland
Dallas · Detroit · Hartford · Philadelphia · St. Louis · San Francisco

Distinctively New . . . With All

Hotpoint Automatic



WOND-R-DIAL

Hotpoint's spectacular NEW WOND-R-DIAL now includes an ***abbreviated automatic cycle*** specifically engineered for the washing of dainty fabrics. This new Two-Cycle Timer eliminates the need of manually reducing the wash, rinse, and spin periods during the washing procedure of delicate materials. Just load it—set it—and forget it!

The drying chamber in the matching Hotpoint Automatic Dryer is tightly sealed—no moisture or lint can get into the laundry area and no cold air or dust can be drawn into the Dryer. This feature eliminates the need for costly, unsightly venting.

The Hotpoint Rotary Ironer, with its large 26-inch open-end roll, curvex shoe, dual controls, heat control, and two-speed motor, rounds out a complete, new, automatic home laundry to put new life in your home laundry sales. Why not talk it over with your Hotpoint distributor?

Hotpoint . . . the Pacemaker

RANGES · REFRIGERATORS · DISHWASHERS · DISPOSALLS · WATER HEATERS

The "Most Wanted" Features

Home Laundry!



HOTPOINT AUTOMATIC WASHER

- Two Cycle WOND-R-DIAL Control for Normal Wash or Delicate Fabrics
- Self-Cleaning Sediment Ejector Tubes
- Thrifttivator Washing Action with COUNTERFLO Current
- Triple-Action Rinsing
- Fluorescent Lighted Back Panel



HOTPOINT ROTARY IRONER

- Large 26-inch Open-End Ironing Roll
- Chrome-plated Steel Curvex Shoe
- Two Adjustable Heat Controls
- Handy Dual Knee Controls
- Free-Wheeling Clutch



HOTPOINT AUTOMATIC DRYER

- No Moisture or Lint in Laundry Area
- No Expensive Venting Required
- Hermetically-Sealed Calrod ® Heating Units
- No Cold Air or Dust Enters Dryer
- Fluorescent Lighted Back Panel

of Progress!

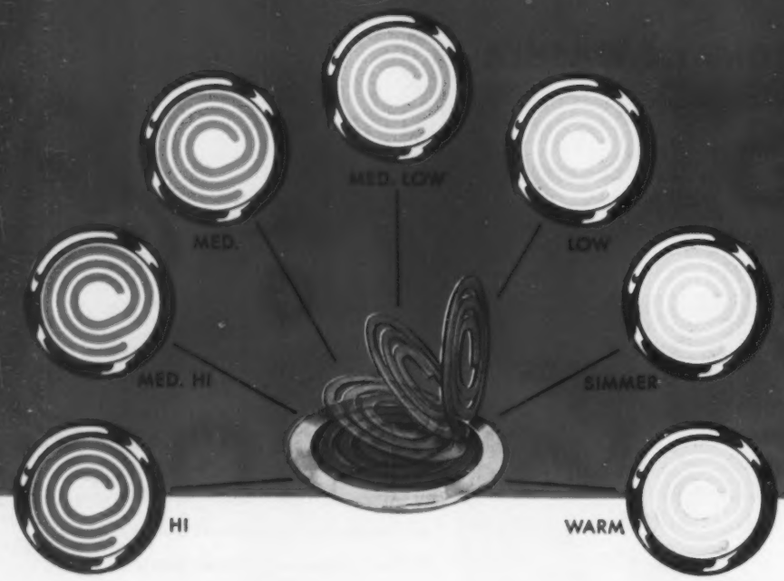
FOOD FREEZERS · AUTOMATIC WASHERS · CLOTHES DRYERS · ROTARY IRONERS · DEHUMIDIFIERS · CABINETS

HOTPOINT Co. (A Division of General Electric Company) *5600 West Taylor Street, Chicago 44, Illinois*

There's sales magic in the term...

"simplified cooking"

exclusive with TK Monotubes



When women buy an electric range, they want cooking performance . . . better cooking results with less work and attention. That's why you'll find TK *Monotubes** featured in more and more fine range lines. *Monotubes* provide a new kind of cooking performance . . . *"simplified cooking"*.

And . . . *Monotubes* with *"simplified cooking"* give you customer-advantage features that women can understand and appreciate . . .



SINGLE COIL—Uniform ALLOVER heat at every cooking speed.

FAST, ECONOMICAL COOKING—Broad, flat coil provides up to 32.8% greater coil-to-utensil contact. Coil stays flat, gives maximum heat transfer for years.

EASY CLEANING—Exclusive "swing-away" action permits coil to "stand alone"



Remember . . . your customer gets all these advantages in TK *Monotubes* plus today's finer *"simplified cooking"*. It's a sales clincher that can mean more profitable range selling for you.

And . . . to boost your range service and unit replacement business, it takes only 4 basic units and 9 pans to convert most electric ranges in your area to *"simplified cooking."* Another plus feature that's yours exclusively with TK *Monotubes* . . . why not investigate this, too, today?

*Trademark Reg. U. S. Pat. Off.

TK FERRO

TUTTLE and KIFT, INC.

A Subsidiary of Ferro Corporation

1833 N. MONITOR AVE. • CHICAGO 39, ILLINOIS

NEW PRODUCTS



HANDY-LITE

Roberts Mfg. Co., Cleburne, Texas

Device: Handy-Lite portable outdoor light for lawn or garden.
Selling Features: A floodlight on metal stand with spike base to set in turf or soil at any angle; suitable for lawn games, barbecue, snack or bridge tables etc., 48 in. high; dark green enamel finish with gray baked-enamel reflector and white enamel reflecting surface.



REGINA Attachment

Regina Corp., Rahway, N. J.

Device: New rug cleaning attachment for model S polisher.
Selling Features: Attachment, in form of a cradle with adjustable rollers front and back, clamps on bumper of polisher; special plastic bristle brushes.



UNIVERSAL Cleaner Carrier

Landers, Frary & Clark, New Britain, Conn.

Device: New carrier for Jet 99.
Selling Features: Carrier with 4 soft rubber casters mounted on cadmium plated steel caster brackets; Jet cleaner is held firmly by means of small suction discs; plastic bumper protects furniture; dark green baked on enamel finish.

IMPROVED • QUALITY DESIGNED • QUANTITY PRICED

New!

EUREKA

Waste Food
DISPOS-O-MATIC



...MAKES YOU A WINNER 2 WAYS.....

1. You outsell every *high quality* rival with your *lower price*...
2. You outsell every *low priced* rival with your HIGH QUALITY!

$10 TO $25 less

than other disposers comparable in design and construction



A quality feature that knocks the sox off price competition! Switch built into cover . . . disposer *cannot* operate until cover is in *closed* position. Positively "child-proof"! Clinches sales fast!



Patented, cushioned HAMMERMILL PULVERIZER *grinds* food waste to fine mash, whereas most others merely shred it, often clog with long, stringy pieces of food. Truly anti-jamming! Another QUALITY sales clincher!



JET STREAM water pressure created by exclusive design of pulverizing blades *forces* ground-up waste *through* drain passages, leaving them free and "rifle barrel" clean.

Get into this "NON-SATURATION" field with the *RIGHT* product FIRST! Very few homes have disposers, as yet. Every housewife who understands its benefits wants one. What an uncrowded, hungry market for you! In fairness to your customers and to build your own good reputation still higher, offer EUREKA Dispos-O-Matic—the QUALITY disposer at the LOW price. Mail coupon TODAY for business-building details!

EW PRODUCTS

EUREKA Dispos-O-Matic DIVISION

Eureka Williams

CORPORATION

Bloomington, Illinois

Better Products, Better Made... for better living!

EUREKA Dispos-O-Matic DIVISION
Eureka Williams Corporation • Bloomington, Illinois
Please RUSH details of money-making, business-building EUREKA Dispos-O-Matic proposition.

Store Name _____

Address _____

City _____ Zone ____ State _____

Name of individual _____

EM-3

Things happen when LIFE hits a town!

ON "MARCH 6" THIS HAPPENS IN YOUR TOWN



...and Eureka makes things happen week after week!



Eureka did it in January—in February—is doing it in March—in April—and on through the entire Spring selling season! *Every* week—week in and week out—one or more color advertisements in leading mass media reaching MILLIONS of readers.

You can sign your store name to this powerful week-after-week Eureka national advertising with tie-in ads and merchandising of your own! It's a sure way to guarantee yourself extra sales and big profits!



EUREKA
Roto-Matic
SWIVEL-TOP CLEANER

Get in on this! Telephone or Telegraph TODAY!
EUREKA DIVISION • Eureka Williams Corporation • BLOOMINGTON, ILLINOIS
In Canada: Onward Manufacturing Co., Kitchener, Ont.

EW PRODUCTS

Eureka Division
Eureka Williams
Corporation
Bloomington, Illinois
Better Products, Better Made... *for better living!*



OASIS Air Drier Sales Jump 250%

FOR DETROIT DEALER!



Mr. A. V. Witbeck of Witbeck Household Appliances, Detroit, enthusiastically reports 1952 air drier sales—250% more than were sold in 1951!



How many major appliances can you think of that had a 250% sales increase last year? Not many! That's why the air drier business is so attractive—it's growing every year! People are discovering that they can get rid of moisture damage in their basements, stores, and other buildings. They see the Oasis Moisture Monster display on the show floor . . . ask questions about the air drier and they *buy* Oasis!

Oasis is a *high-profit* appliance, too! You don't have to give up part of your profit on an inflated trade-in . . . there are no installation costs for you to absorb . . . and there's little or no service problem.

Don't miss out on your share of this profitable, growing market! Every damp basement in your community can mean money in your pocket! To help you sell more air driers, Oasis is advertised nationally in Saturday Evening Post, Better Homes & Gardens, House Beautiful's Maintenance & Building Manual, House & Garden Book of Building, and other national publications!

Find out how profitable the Oasis dealership can be for *you*. Write today for all the facts.

THE EBCO MANUFACTURING CO.
413 W. Town St., Columbus 8, Ohio



OASIS Air Drier
ELECTRIC DEHUMIDIFIER

Make profits out of your town's damp basements—
CLIP and MAIL!

THE EBCO MANUFACTURING CO.
405 W. Town Street, Columbus 8, Ohio

Send me full details on the money-making Oasis proposition.

NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

NEW PRODUCTS

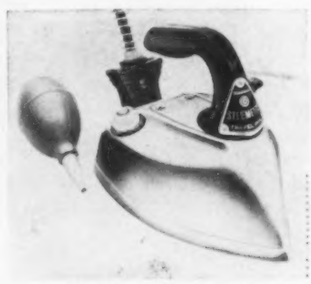


G-E Toaster

General Electric Co.,
Housewares Div.
Bridgeport, Conn.

Device: New GE automatic toaster No. T82.

Selling Features: Thermostatic control for light, medium or dark toast; toast pops up when done; small size bread and muffins easily removed with new extra-high toast lift; new exterior styling in chrome plate shell with cool Textolite handles and base; long-lasting heating unit wound on sheet-mica core; 1150 watts, 115 volts, a.c. only; color control slides to desired setting.



STEEMCO Steemette

Steam Electric Mfg. Co.
St. Louis, Mo.,
Nat. Sales Rep: Smith Benny Sales Co.,
11 W. 42nd St., New York, 36, N. Y

Device: Steemco Steemette steam travel iron No. 700.

Selling Features: Operates on 115 volt, a.c.-d.c.; uses ordinary tap water; polished aluminum body and soleplate; 400 watt element; Bakelite handle with thumb rest; weighs 2¼ lbs.; equipped with Permafil for filling and refilling while hot.

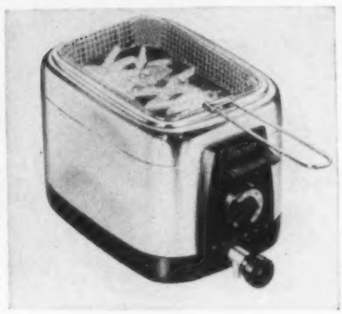


NORELCO Shaver

North American Philips Co., Inc.,
100 E. 42nd St.,
New York, 17, N. Y.

Device: Norelco Sportsman, portable, self-contained, battery shaver.

Selling Features: Operates on 3 ordinary flashlight batteries; also equipped with adaptor for automobile lighter socket; has 2 rotary action heads operated by quiet brush-type motor; 12 self-sharpening cutters contained in 2 cutting heads; designed to sell as a sportsman's gift item as well as to men whose occupations keep them outdoors; comes in pigskin travel case with steel battery container; unbreakable mirror attached to back of battery container.



DULANE Fryryte

Dulane Inc.,
1900 River Rd.,
River Grove, Ill.

Models: F-4B Fryryte deep fryer.

Selling Features: New more rounded silhouette, compact, easy to store; full depth cooking chamber; illuminated, easy-to-read dial goes dark when right cooking temperature is reached; Drain-lok, safe and fast, makes easy the removal of shortening for filtering and clarifying; simplifies cleaning "cold-well" and cooking chamber.



FARBERWARE Percolator Set

S. W. Farber Inc.,
415 Bruckner Blvd.,
New York, 54, N. Y.

Device: Farberware automatic percolator set.

Selling Features: Set includes Farberware new 8-cup automatic percolator with "Flavor-Guard" heat-control unit, which shuts off brewing process automatically when coffee has reached flavor peak, and keeps beverage at serving temperature indefinitely; coffeemaker, sugar, creamer and 10x16 in. tray in chrome also available with a 10-cup or 12-cup automatic percolator.

Answer to a dealer's dream!

New Decorator Refrigerator

exclusive with

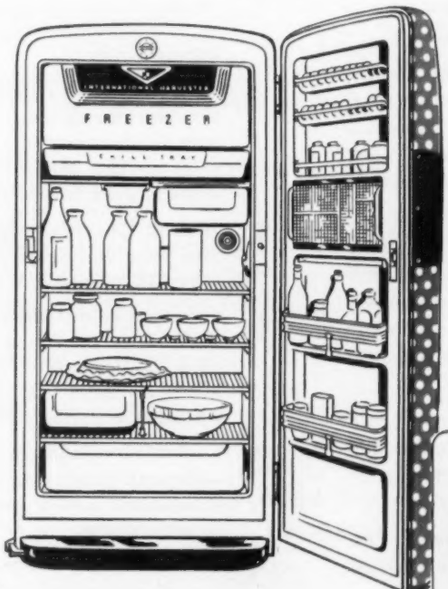
INTERNATIONAL HARVESTER



NOW (if you're an IH refrigeration dealer) you can satisfy any individual whim of any individual customer for any kind of color and design. Here's the only refrigerator a woman can decorate to match her curtains, drapes, walls or linoleum. And she can do it in just 7 minutes, with 1¾ yards of any fabric. So it's no wonder so many IH dealers are saying "the new Decorator Refrigerator is the answer to a dealer's dream!"

A sensation inside, too!

Like other IH models, the new Decorator Refrigerator has 7-Climate Refrigeration. It has 7 different areas of cold—from 6° to 55°—all working at once, to keep all basic foods in prime condition. And IH dealers are showing women how this helps them feed their families better—get more out of their grocery money, too.



Features that sell themselves!

- New Push-Button automatic defrosting
- Beautiful Spring-Fresh Green interior
- Big, full-width freezer chest
- Pantry-Dor with new Bacon-Cheese-Butter keeper
- New foot-pedal door-opener
- Famous "Tight-Wad"® unit with 5-year warranty

Opportunity!

If you're an International Harvester refrigeration dealer, you know what a wonderful opportunity this new Decorator model—and the full IH line—gives you. If you're not an IH dealer—and you'd like to be one—why not get in touch with your nearest IH distributor or district? You'll find the address in the phone book.

INTERNATIONAL HARVESTER

International Harvester Company
180 North Michigan Avenue, Chicago 1, Illinois



Not just Land, Brick, Mortar, and Steel, but . . . A Symbol of

TODAY, at Louisville, Ky., General Electric is building Appliance Park — the world's largest appliance-manufacturing plant.

It is a demonstration of our belief that the major appliance business will continue to grow and grow in the years ahead. We're backing that belief with these great, new manufacturing facilities. Appliance Park will produce finer appliances, representing better values to the consumer than ever before.

You, too, face great opportunity for growth. First, in the vast expansion of consumer demand for today's low-saturation appliances such as automatic washers, dishwashers, food freezers, room air conditioners, and dryers. Second, in the replacement market for today's established appliances such as refrigerators.

We believe that the following 16-point program will convince you that General Electric is offering the soundest and most complete program for reaching both of these great markets.

1. **General Electric Offers An Outstanding Line**—*A Fine Line*—with a wide choice of models and prices—and the exclusive features your customers want.
2. **General Electric Offers "Consumer Preference"**—In independent national surveys, 55.7% of women said, "General Electric makes the best appliances."
3. **General Electric Offers Dependability**—General Electric Appliances have earned a nationwide reputation for year-in, year-out dependability unmatched by any other manufacturer.
4. **General Electric Offers Unusual Sales Opportunities**—Concentration on one fine line offers more efficient selling, with its consequent better turnover and fewer markdowns. Concentration on one *complete line of matched appliances* offers you the much-desired balanced annual sales curve.
5. **General Electric Offers Price Protection**—Protection on your reported inventory against lowering of list prices of General Electric Major Appliances.
6. **General Electric Offers A Powerful Advertising Program**—The Joan Davis and Fred Waring Shows on TV, the Bing Crosby Show on radio, leading national magazines and hundreds of newspapers are steadily pre-selling General Electric Appliances to your customers.
7. **General Electric Offers Comprehensive Co-op Advertising**—General Electric and its distributor share the costs in newspapers, outdoor posters, car cards, TV, radio and motion pictures.
8. **General Electric Offers A Complete Display Program**—for each major appliance.
9. **General Electric Offers A Complete Sales-Aid Program**—tested special promotions, sales literature, presentations, demonstration kits, consumer motion pictures, and many



Faith in the Future

other aids for complete year-around programs.

10. **General Electric Offers A Realistic Sales-Improvement Program**—continuous sales education for sales personnel.

11. **General Electric Offers Dependable Product Service**—Product-service schools maintain high standards among General Electric servicemen.

12. **General Electric Offers A Complete Finance Service**—The General Electric Credit Corporation covers every finance operation for *you* and your *customers*.

13. **General Electric Offers Continuous Distributor Cooperation**—The General Electric plan is not simply to sell appliances to *you*—but to help you sell them to your *customers*.

14. **General Electric Offers Important Special Services**—The General Electric Home Bureau, leader in kitchen-laundry planning, and the Consumers Institute, conducting courses for salespeople in the proper use and care of appliances.

15. **General Electric Offers Prestige**—General Electric is the oldest and most respected name in the electrical industry.

16. **General Electric Offers A Stake In Its Blueprint Of Opportunity**—Appliance Park will manufacture better appliance *values* than ever before. You and your customers can share in these values.

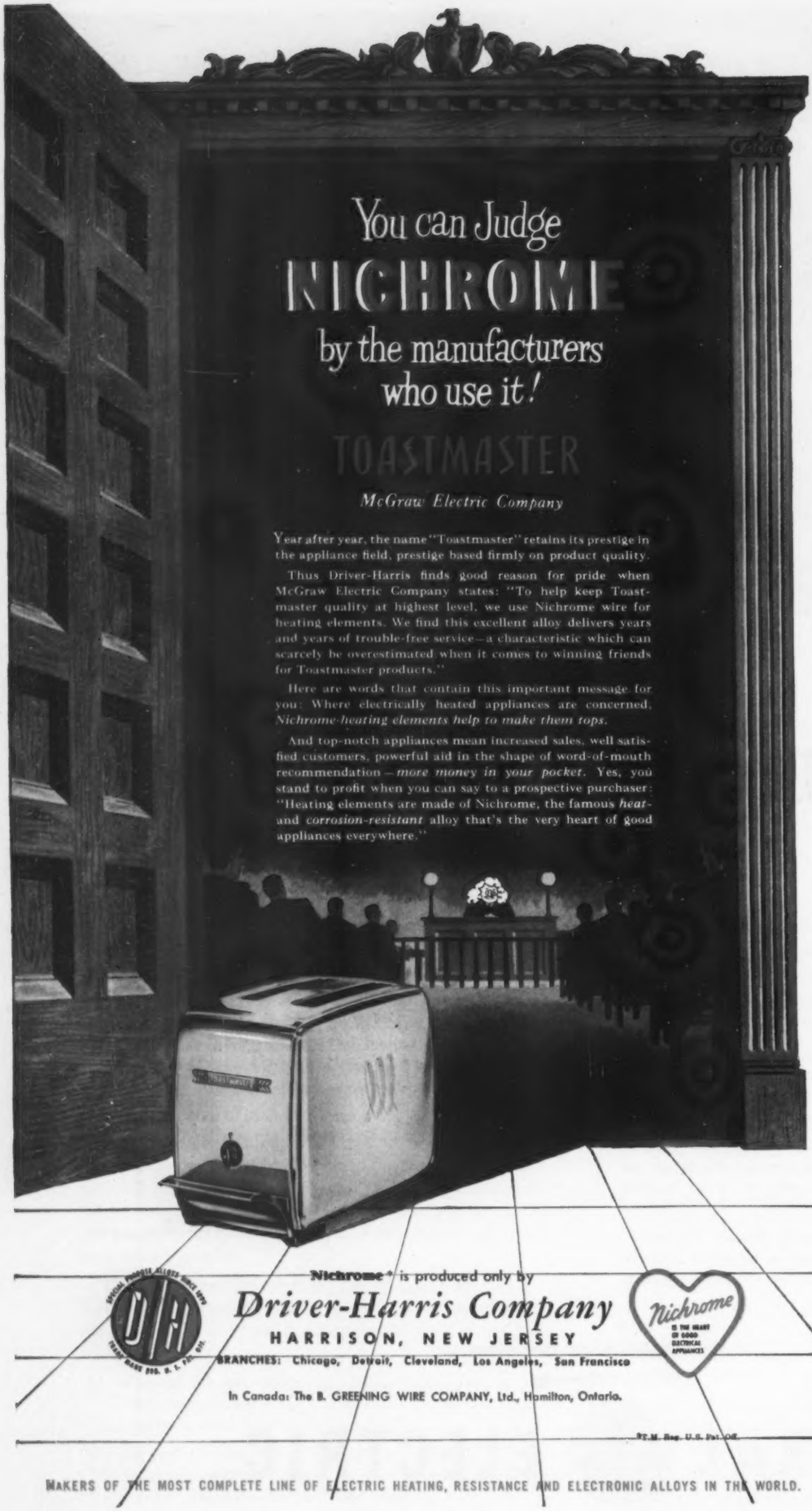
Appliance Park is our symbol of faith in the future—but it is also a very realistic blueprint of opportunity for us and for *you*.

CLARENCE H. LINDER, *General Manager*

Major Appliance Division

Louisville 2, Kentucky

GENERAL ELECTRIC



NEW PRODUCTS



SETH THOMAS Clock

**Seth Thomas Clocks Div.
General Time Corp.,
Thomaston, Conn.**

Model: "Rudder" self-starting electric with bell alarm.
Selling Features: Cork case, ebony base, brown ship's wheel and solid brass spokes; silvery dial with alternate Arabic numeral and international signal pennants in 4 colors; for bedroom, desk, or mantel.



G-E Mixer

**General Electric Co.,
Housewares Div.,
Bridgeport, Conn.**

Device: New GE triple-whip mixer No. M-12.
Selling Features: New more powerful motor; 3 beaters beat every bit of batter, easy to clean because they have no center shaft; built-in light shines into bowl; new built-in beater release; speed selector with 12 tested mixing speeds; all white enamel finish; speed governor maintains desired speed regardless of stiffness of mix; permanently lubricated; permanently attached cord; 150 watts, 115 volts, a.c. only.



ROYAL CHEF Barbecuer

**Chattanooga Implement & Mfg. Co.
Chattanooga, 6, Tenn.**

Device: Royal Chef portable outdoor barbecue grill No. RC-238.
Selling Features: 2 adjustable fireboxes

Are you handling the *right* freezer line? Do you *really* have a freezer future with your present set-up? This is a good year to answer important questions—to plan ahead! Our suggestion: compare Harder-Freez with the line you have, or are considering. Then decide.



WORLD'S FINEST UPRIGHTS! Sizes: 15, 20, 25 and 35 cu. ft. capacity! Faster freezing! Greater efficiency! Lower operating cost! Minimum floor space! Maximum convenience! Sealed inner shell for longer holding power! Many sales-clinching features!

EVER POPULAR CHESTS! Sizes: 15 and 20 cu. ft. capacity! Famous Harder-Freez Center Plate Coil assures greater efficiency. Pressure Lock Catch seals in cold. Single self-balancing Safety Lid with interior light! Hermetically sealed Compressor—5-year Warranty! Temperature Control for fast freezing!

Freezer history is being made this year—with

THE Golden Leisure LINE



New and old distributors report that dealers are flocking to Harder-Freez—the freezer with a golden future! Here's why: ★ *Complete* line; Uprights and Chests; larger, in-demand sizes! ★ Superbly *styled* by Sheldon Rutter! Fit for the finest kitchen! ★ New sales-boosting *convenience features*—in the freezer that's 9 ways easier! Chalk-up Chart, Packaging Pantry, Jiffi-Juice Rack, Sno-flake Storehouse, many others! ★ Competitive *engineering features*—Quiet, Fanless Operation (with static condensor); new space-saving, super-density Fibre-Glass Insulation; welded-steel inner shell, sealed with special compound; many others! ★ Clean sales—no trade-ins, no "must-handle" items! ★ Powerful sales help—consistent National Advertising, liberal Co-operative Advertising Plan. Unique Display Trailer program! ★ National reputation—over 8 years of growing sales under same pioneer manufacturer—plant capacity now being enlarged again! ★ Sky's-the-limit market—less than 12% saturated!

DEALERS: ask for name of distributor in your territory. DISTRIBUTORS: a few exclusive territories are available.

Call, wire or write—Harder-Freez Division, Tyler Fixture Corporation, Niles, Michigan.

HARDER FREEZ HOME FREEZER

the freezer that's 9 ways easier!

A GOOD SALES FEATURE..

When the appliance is powered by a—

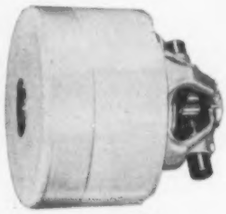
Lamb Electric MOTOR



Series motor parts engineered for floor polisher; adaptable to food mixers and other household appliances.



Compact ball bearing series motor for high-speed grinders, pumps and small sanders.



Compactly designed turbine provides dependable operation for canister-type vacuum cleaner.

You will find the appliance is easier to sell when you tell your customer that it is powered by a Lamb Electric Motor which is specially designed to provide good performance and assure long, dependable service.

High sales appeal, resulting from these advantages, speeds turnover which is one of the many reasons why leading dealers the country over like to handle appliances equipped with Lamb Electric Motors.

The Lamb Electric Company
Kent, Ohio

In Canada: Lamb Electric — Division of Sangamo Company Ltd.— Leaside, Ontario

THEY'RE POWERING AMERICA'S *Finest* PRODUCTS

Lamb Electric
SPECIAL APPLICATION FRACTIONAL HORSEPOWER MOTORS

NEW PRODUCTS

Continued from page 180

complete with electric motor driven spits, upright firebox and steak broiler. Other features include earthenware basting dish and sauce container; 2 large wooden cutting boards that fit on each end of grill; full size windbreak. Improved spit supports have double adjustment, may be moved up and down over regular firebox, or in front of upright firebox.



SUNBEAM Mixmaster Jr.

Sunbeam Corp.
5600 Roosevelt Rd.,
Chicago, 50, Ill.

Model: Sunbeam Mixmaster Jr.
Selling Features: Portable mixer for mixing, whipping, mashing; full mix beaters easy to remove and replace; 3 speeds, 6 easy-to-see, easy-to-set markings for beating, stirring, blending, whipping, mixing and folding; lightweight; streamlined design; heel rest and wall hanger for quick storage.



WESTINGHOUSE Disposer

Westinghouse Electric Corp.,
Mansfield, O.

Device: New, smaller, shorter "Waste-Away" disposer No. G-4-S.
Selling Features: Redesigned, white exterior, can be plumbed into drain outlets only 8½ in. below underside of sink, which makes installation possible in up to 50 percent more existing kitchens without major plumbing alterations.

Newly designed impeller gives increased shredding; manually operated switch permits reversing grinding direction offered as an accessory; double edged shredding elements; chrome Safe-Top control serves as operating control as drain stopper and as safety seal of shredding compartment. Accessory flow interlock switch can be added to permit starting only after cold water is flowing in sufficient volume. Easily installed in sink openings 3½ to 4 in.; drain connection may be rotated to any degree to allow slip joint connection to 1½-in. P or S trap; ¼ h.p. motor, 50 or 60 cycles a.c., 115 volts; 1725 rpm.



MARS Juicer

Mars Mfg. Co., Beverly Hills, Calif.

Device: New 1953 Juice-All, vegetable and fruit juice extractor.
Selling Features: Automatically separates juice from pulp; capable of producing a pint juice in 2 min. the manufacturers claim; improved cutter, heavy-duty all ball-bearing motor requires no oiling; giant-size detachable non-rusting metal bowl with hard-baked porcelain-like finish.



DUO-THERM Oil Heaters

Duo-Therm Div.,
Motor Wheel Corp.,
Lansing, Mich.

Model: Duo-Therm "Windsor" console oil heater No. 957.
Selling Features: Equipped with dual chamber burner; automatic draft minder; waste stopper and 1-gal. humidifier. Available in mahogany finish cabinet, brass shadow-box door pulls; 4 radiant doors and brass grille. Optional equipment includes automatic power air blowers and either electric or mechanical thermostat.

Automatic self-lighters are also available on 3 of Duo-Therm's 1953 home heaters. New electric ignition unit comes as standard on above Windsor console, plus the Imperial 624-E and Imperial 724-E. Electric ignition eliminates matches, paper and lighter rods; simply turn dial control and heater lights itself—when dial control is turned on a timed radiant heating element starts to function simultaneously with flow of oil into boiler, heat from element vaporizes oil and ignites it.

The demand is TERRIFIC!



. . . the supply is increasing



Arvin *automatic coffee perk*

Everybody likes the beauty and dependability of the Arvin Automatic Coffee-Perk. Users enjoy having coffee of uniform strength, every time—kept hot and ready to serve automatically, without boiling. Not to mention the safety factor (no harm done if water is forgotten)—and the easy-to-clean wide opening and well. No wonder Arvin Automatic Coffee-Perk is fast becoming America's favorite coffee-maker! It will perk up sales in your housewares section! **$29.95**

$91.75 PROFIT FROM A $172.80 COST. **Arvin's sensational Midwinter Special Display Deal — with FREE Arvin Automatic Coffee-Perk — is going strong! Get in on it now! Get full information from your distributor today!**



STILL THE BEST-KNOWN, FASTEST-SELLING OF ALL WAFFLER-GRILL COMBINATIONS!

Arvin *lectric cook*

Sandwich Toaster! Steak Grill! Double Griddle! Automatic Waffler! Remind your customers that they're actually getting 4 appliances for one price! Arvin Lectric Cook, open as a griddle, has a cooking area equal to 3 ten-inch skillets! Converts in seconds to a fully automatic waffler, with heat control and signal light. Beautifully styled in gleaming chrome for instant appeal to gift shoppers. **$29.95**

(waffle grids included)

FOR MAXIMUM SALES, **display both Arvin Automatic Coffee-Perk and Arvin Lectric Cook on the new Arvin "Merchantman" Display Stand — it's included in the Midwinter Special Display Deal!**

Contact your Arvin Distributor or write

ELECTRIC HOUSEWARES DIVISION

ARVIN INDUSTRIES, Inc.

COLUMBUS, INDIANA



Idea suggested by JOHN DINEEN, JR.
Pillsbury Mills, Inc.
20 North Wacker Drive
Chicago 6, Illinois

In Chicago, it takes 2— to enhance your story!

BECAUSE . . . Chicago has outgrown the power of any single daily newspaper to reach even half of your city and suburban prospects.

Today it takes two daily newspapers to reach a majority of the market—and for MOST net unduplicated coverage, one of your two MUST be The Chicago SUN-TIMES!



CHICAGO
SUN-TIMES
211 W. Wacker Dr., Chicago • 250 Park Ave., New York

READERSHIP CONCENTRATED WHERE MOST OF THE BUYING IS DONE!

LOS ANGELES
Sawyer-Ferguson-Walker Co.
612 So. Flower St.

SAN FRANCISCO
Sawyer-Ferguson-Walker Co.
1213 Russ Bldg.

PHILADELPHIA
Sawyer-Ferguson-Walker Co.
Girard Trust Bldg., 1400 S. Penn Sq.

MIAMI BEACH
Hal Winter Company
9049 Emerson Ave.

ATLANTA
Sawyer-Ferguson-Walker Co.
821-822 William Oliver Bldg.

NEW PRODUCTS



ROBERTON Mower

**Roberton Div.,
King Pneumatic Tool Co.,
2717 N. Ashland Ave.,
Chicago, 14, Ill.**

Device: Roberton gas powered rotary mower No. WR-19.
Selling Features: Clinton 1.6 h.p. engine features a recoil starter; 19-in. blade; Dial-A-Hite control of cutting height permits operator to set height with 2 knobs at front wheels; aluminum and pressed steel frame; weighs 35 lbs.; reversible blade has shear-pin connection to avoid breakage.



LECTRO-EJER Grass Trimmer

**Brown Mfg. Co.,
1940 Linwood,
Oklahoma City, Okla.**

Device: Electro-Ejer, midget rotary grass trimmer.
Selling Features: Weighs 2 lbs. 14 oz.; 1/20 h.p., 115 volt, 5000 rpm motor, a.c. or d.c.; high-speed ball bearings designed for thrust and radial load; steel, heat treated cutter and ground accurately balanced to minimize vibration; C-H slide switch; can be held against walls, fences etc.; tilted at any angle.



HOMKO Lawn Trimmer

**The Western Tool & Stamping Co.,
Des Moines, Iowa**

Device: Lawn Scout, deluxe electric hand trimmer.
Selling Features: Easy-grasp handle, adjustable for trimming hard-to-get-at places permits trimming around trees, driveways etc. without bending; weighs 6 lbs. complete; glides over lawn on hard wool rollers; steel rotary blade trims a 5-in. path.



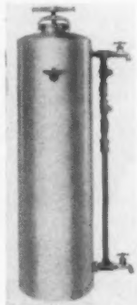
ROTOMATIC Lawn Mowers

**Monark Silver King Inc.,
6501 W. Grand Ave.,
Chicago, Ill.**

Device: Rotomatic 1953 power lawn mowers.
Selling Features: Line consists of 6 gasoline and 2 electric models. New mulching blade plus added engine power adapt gas-powered models to any lawn mowing job where mower can be maneuvered; cuts grass, weeds trims around flower beds, rocks, trees walks; leaf mulcher attaches to underside of mower as optional equipment; new rewind starter operates on recoil principle; choice of automatic or conventional starter in 17, 19 and 22-in. gas models.

Flip-over handle folds back over machine when not in use; foot lever at base permits handle control from standing position.

Electric models powered by ½ h.p. motor; 1725 rpm for 16-in.; and 3450 rpm for 18-in. model; on-off safety switch on handle automatically cuts current if overloaded.



ECONOSOFT Water Softener

**Red Jacket Mfg. Co.,
Davenport, Iowa**

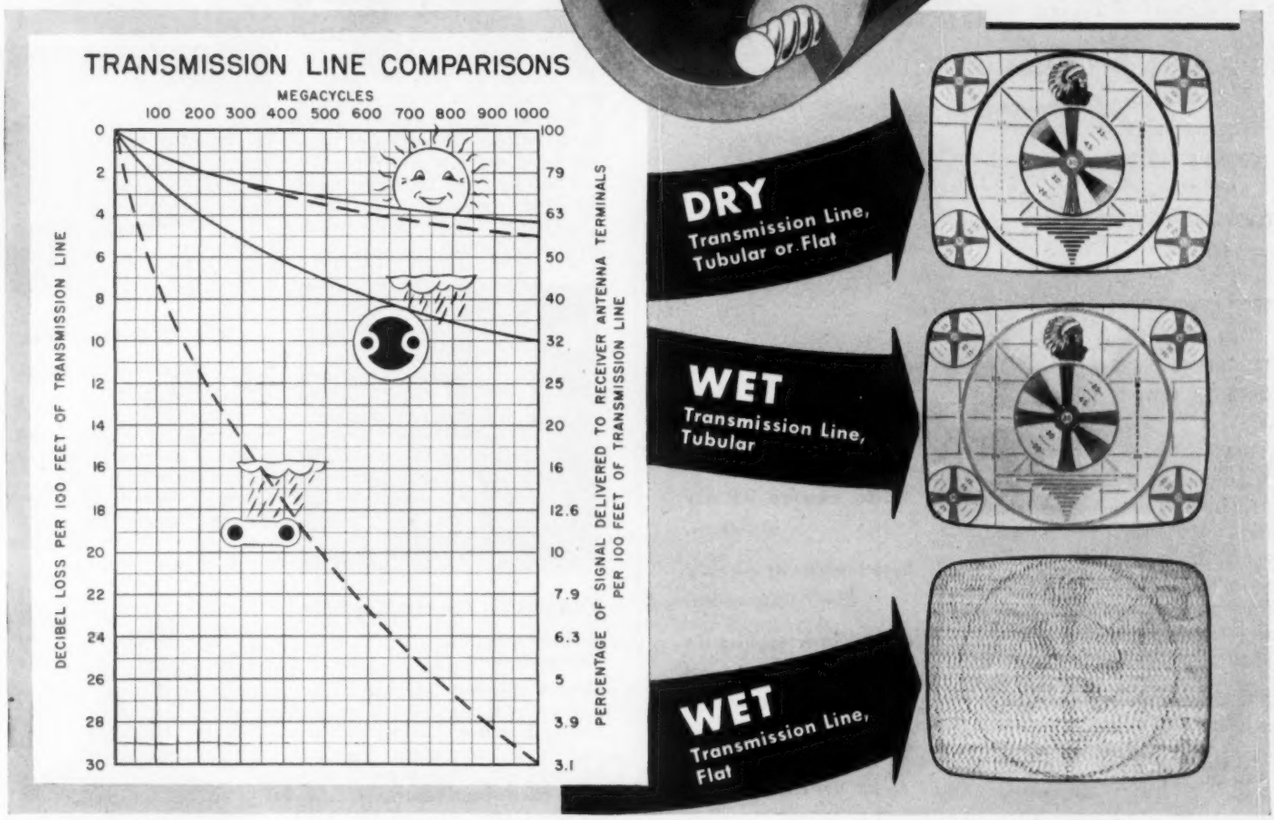
Device: Econosoft single tank, direct salting softener.
Selling Features: Features low initial and maintenance cost plus ease of installation; available in 9 sizes from 32,000 to 105,000 grains capacity; operates with zeolite bed requiring no sand or gravel by retention screen in bottom tapping; Varitone green finish.

TUBULAR TWIN TRANSMISSION LINE for UHF

Saves the picture when it RAINS



Now available from your Admiral distributor



At 800 megacycles

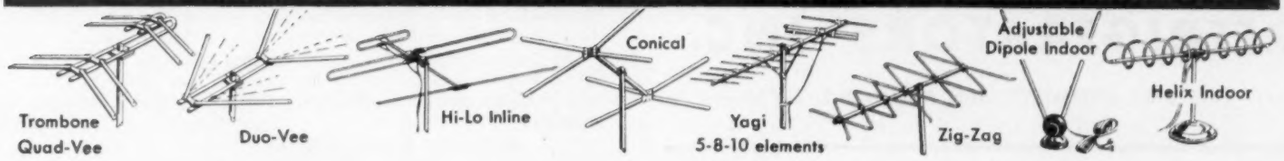
Many dealers are in doubt about the type of transmission line to use in the new UHF areas. The graph and test patterns tell the story. When rain, fog, dew, etc., accumulate on flat transmission line, the electrical field is short-circuited, causing loss of signal strength. The higher the frequency, the greater the loss. *Only a tubular line provides a weather-free air space for constant impedance.*

Admiral tubular transmission line is made of virgin polyethylene, free from impurities that reduce impedance. Aluminum oxide is added to reflect light and prevent deterioration due to sunshine. It is kink-proof and long-lasting . . . impervious to rain, sleet, snow, wind or salt spray. Furnished in 700 ft. spools. Order from your Admiral distributor by part number—95A22-32.

Admiral Corporation

Accessories and Equipment Division • Chicago 47, Illinois

A COMPLETE LINE OF ADMIRAL TV ANTENNAS . . . NOW AVAILABLE FROM YOUR ADMIRAL DISTRIBUTOR



FRIEDRICH CREATES SELLING SENSATION WITH FRIEDRICH *FloatingAir* ROOM CONDITIONERS!

...New! Units introduced last Fall sold out production first week.

FOR QUIETNESS
COLD-AIR OUTPUT
APPEARANCE
STURDY CONSTRUCTION
FRIEDRICH

ROOM-CONDITIONERS LEAD THE FIELD YET THEY'RE PRICED WITH THE LOWEST!



MORE than 70 years of heavy-duty commercial refrigeration experience has gone into these room conditioners. They are built to deliver more cold air under severe climatic conditions and to stand up under constant use without service difficulties.

Your customers will go for these features:

1. **Heavy duty cooling capacity.**
2. **Complete humidity control.**
3. **Quiet operation — *insulation* against noise.**
4. **Simple to operate.**
5. **Wide choice of air direction.**
6. **Inconspicuous — only 9½" into room.**
7. **Handsome styling in bonderized steel and baked enamel.**
8. **Five-year warranty.**

You'll go for the easy installation, the trouble-free operation and our policies: no fancy terms, no advertising allowance—just low prices for maximum turn-over and profits.

Write for details on exclusive territories— first come, first served — better wire!

FRIEDRICH REFRIGERATORS INC.

1117 EAST COMMERCE, SAN ANTONIO 5, TEXAS

NEW PRODUCTS



LYON Cabinet

Lyon Metal Products Inc., Aurora, Ill.

Device: Lyon pot and pan cabinet.
Selling Features: Provides accessible storage for pots and pans; 3 sets of adjustable strips, each with 5 movable hooks; 2 shelves can be used vertically in bottom of cabinet for storing pan covers, pie tins and serving trays; all doors sound insulated, equipped with Lyon Tap-O-Matic handles; white baked-on enamel finish.



BRAMMER Kitchen Cabinets

Brammer Mfg. Co., Davenport, Iowa

Device: Brammer "Living Kitchens" cabinets.
Selling Features: Cabinet of natural birch, continuous Formica covered countertops; open end cabinets offer continuous, spacious shelving; units are available with clear lacquer finish and are also available assembled and unfinished

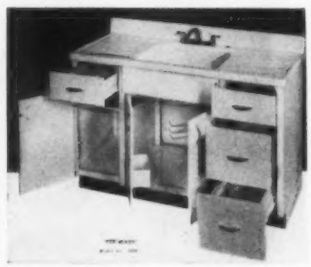


also available semi-assembled and unfinished for the do-it-yourself enthusiasts; semi-assembled; factory pre-fit for easy assembly and packed flat in individual cartons complete with hardware and instructions for assembly.

Wall units with 2 removable shelves are available in 1-door units in 12, 15, 16, 18 and 20-in. width. 2-door units in 24, 32, 36 and 40-in. widths.

Base cabinets available in sink units with built-in plain end panels, recessed knee space in 24, 32, 36, 40 and 48 in. widths. 2-door, 2-drawer base units with removable shelf in 32, 36 and 40 in. widths. 1-door, 1-drawer base units in 12, 15, 16, 18 and 20 in. widths; and base units with 5 or 4 drawers are also available. Utility units; corner wall units; wall and base open end units plus a corner base unit are also available.

Custom counter-tops available in a variety of Formica colors.



K & C Cabinet sink

K & C Metal Products Co. Inc., 1005 Greene Ave., Brooklyn, N. Y.

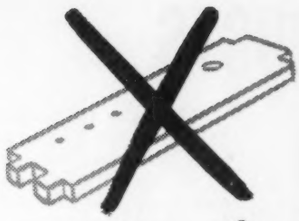
Model: "Queen" kitchen sink pictured in improved 1953 line of kitchen cabinets.
Selling Features: Line includes sizes to accommodate all kitchen requirements including a line of matching wall cabinets.



RHINEHART De-Icer

Rhinehart Co., 1127 Polk St., Fort Wayne, Ind.

Device: Rhinehart stock tank de-icer.
Selling Features: Made of heavy-duty water proof plastic—no rust or corrosion; copper enclosed, 600-watt element has snap-action thermostat located inside plastic floating unit; designed to provide maximum size opening even at 50 degs. below zero; safe and easy for animals to nose down to drink; 7-in. wide, 6-in. deep; equipped with heavy-duty, 6 ft. industrial-type rubber cord.



NO TUNER STRIPS
TO LIMIT THE NUMBER OF STATIONS



NO CONVERTER
WITH COMPLICATED 2-KNOB TUNING

Arvin
Built-in All-Channel TV

gets all 82 channels on one knob!



Note in the list at right how almost every area will have more—far more—than the total of 12 channels to which many TV sets, even today, are limited.

Your customers want to receive those new channels! But they won't want to buy a new tuning strip every time a new UHF station opens—and have to *replace* them all if they move to other localities!

A UHF converter—whether inside or outside the cabinet—sacrifices the interference-free characteristics of UHF and requires complicated two-knob tuning.

Arvin has the only real answer to UHF. Arvin Built-In All-Channel TV—with built-in all channel antenna—receives all VHF, all UHF stations within range as fast as they come on the air. All on a single tuning knob! Nothing else to buy, no service call needed! Ready for instant reception anywhere!

Arvin is the first TV engineered and produced with all-channel tuning built-in. You can profit handsomely from Arvin's leadership.

Priced as low as $249.95*

Arvin Jet Chassis features 25 tubes including rectifiers and picture tube, assuring distance and picture quality that simply cannot be provided by fewer tubes.

Dual Power and Cascode Booster Tuner build up weak signals, prevent overloading by too-strong signals. No external booster needed.

Perma-Focus picture, with slanted glare-proof glass.

Internal Blanking eliminates all vertical retrace lines.

Secondary Controls in front, behind center panel.

Other Arvin advantages for 1953 include greater contrast, increased stability, higher audio output, increased sensitivity, and decreased noise factor.

The complete Arvin line includes 17-inch, 21-inch and 27-inch models with built-in, all-channel tuning and antenna. For areas with no UHF channels allocated, Arvin also provides a wide range of models with straight VHF chassis.



The *Blackstone*—17-inch table model, mahogany finish, only $249.95.* Model 6173TM—UHF.

**Including tax and warranty. Slightly higher in extreme South and West.*



NO MATTER how many TV stations ultimately will be in your area . . . or WHETHER they're VHF or UHF . . .

ARVIN BUILT-IN ALL-CHANNEL TV will receive ALL stations within range, as soon as they come on the air!

This list of the principal metropolitan areas shows the number of TV stations, *existing or authorized*, within 60 miles. Arvin is first to provide built-in, all-channel tuning to receive them all—at the turn of a single knob!

Metropolitan Area	*Number of VHF stations*	*Number of UHF stations*	*Total*
Albany-Schenectady-Troy	1	12	13
Atlanta	5	12	17
Baltimore	9	15	24
Birmingham	4	14	18
Boston	7	17	24
Buffalo	5	10	15
Chicago	5	18	23
Cincinnati	5	11	16
Cleveland	3	15	18
Dallas	6	15	21
Denver	8	9	17
Detroit	6	12	18
Houston	4	8	12
Indianapolis	5	22	27
Kansas City	6	13	19
Louisville	2	10	12
Los Angeles	7	12	19
Milwaukee	3	11	14
Minneapolis-St. Paul	6	10	16
New Orleans	4	12	16
New York	8	16	24
Philadelphia	5	25	30
Pittsburgh	6	14	20
Portland	5	7	12
Providence	6	16	22
San Francisco-Oakland	7	15	22
Seattle	6	9	15
St. Louis	4	9	13
Washington, D. C.	7	13	20
Youngstown, O.	6	21	27

A few selected distributor franchises are still available.

Write or wire Paul W. Tanner, Sales Manager • Radio and Television Division

ARVIN INDUSTRIES, Inc., Columbus, Indiana

New, Novel FANS FRESH-AIR MAKER FOR '53

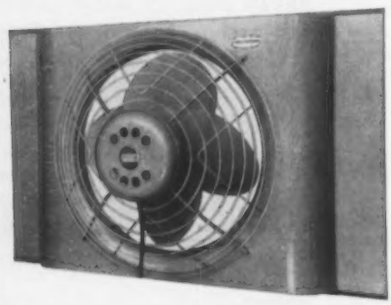
IT WILL PAY YOU TO INVESTIGATE THESE NEW MEMBERS OF THE ALREADY LARGE FRESH-AIR MAKER FAN FAMILY

The finest window fans at the market's lowest prices.

CASEMENT AND SASH WINDOWS



MODEL C-25—Tops for versatility. A natural for casement or sash windows, steel, aluminum or wood, or a floor fan. Intake or exhaust. Powerful and quiet. Most attractively priced.



MODEL W-16—Two-speed, 16" adjustable window fan. Made to order for the popular priced market.

PORTABLE FANS • WINDOW FANS
REVERSIBLE FANS • ATTIC FANS

FRESH-AIR MAKER ATTIC FANS VERTICAL AND HORIZONTAL, OFFER THE MOST COMPLETE ASSORTMENT, TYPES AND SIZES YOU CAN FIND

CENTRIFUGAL BLOWERS — DOUBLE INLET, SINGLE INLET, UTILITY MODELS 5 TO 25 — ALL POPULAR DEMANDS COVERED

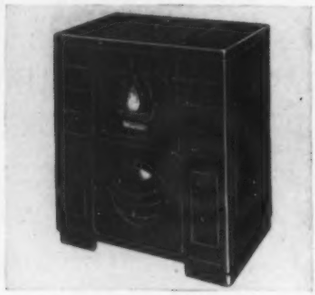
SEND FOR NEW LITERATURE DESCRIPTIVE OF THE MANY NEW AND INTERESTING FRESH-AIR MAKER SALES FEATURES

SCHWITZER-CUMMINS CO.
VENTILATING DIVISION
INDIANAPOLIS 7, INDIANA

AIR HANDLING AT ITS QUIETEST BEST

Builders of Fine Fans and Blowers for 35 Years

NEW PRODUCTS

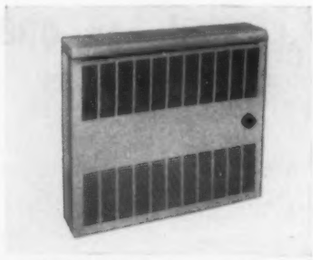


WAGONER Oil Circulators

American & Southern Corp., 1000 - 6th Ave., So., Nashville, Tenn.

Models: New line of 9 Wagoner oil-fired circulators.

Selling Features: Line includes 76,500 to 119,000 btu input models in console and upright designs; optional equipment available to convert regularly manually operated heater into completely automatic heating unit.

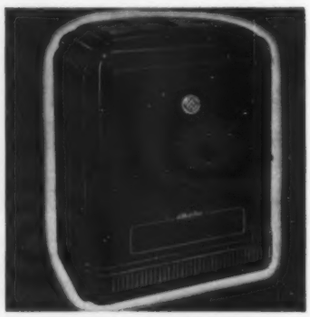


PALEY Heating System

The Paley Mfg. Co., 244 Herkimer St., Brooklyn, 16, N. Y.

Device: Circle-Air convection heating system.

Selling Features: Each unit has built-in thermostat; grey metal cabinets; installation can be recessed within or placed against wall; concealed "fin" type elements have btu ratings from 2400 to 9600 watts; 5 sizes available from 700 to 2800 watts, with or without built-in Robertshaw thermostat.



PERFECTION Oil Space Heaters

Perfection Stove Co., 7609 Platt Ave., Cleveland, 4, Ohio.

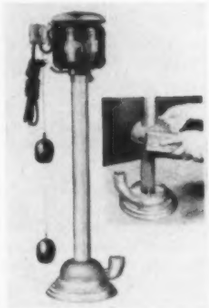
Models: 6 new Perfection oil space heaters.

Selling Features: All models equipped with Multi-Heat burner; H-822, H-823, H-818, H-816 have "Midget" pilots which operate for more than 40-hrs. on a single gal. oil; newly-designed extra-large heat director doors at sides swing open to reflect heat where wanted. H-815 and H-811 have louver areas at front and sides to promote rapid heat circulation. Outputs range from 33,000 to 78,000 btu's per hr.; all have automatic draft regulators and can be made automatic in operation. Variety of styles available—lowboys, highboys, consoles—finished in mahogany-blend—some trimmed in gold.

Briefs



F. E. Myer Bros., Ashland, O., announce an improved sump pump with a discharge capacity as high as 3050 gal. per hr. Designed as a cellar drainer, the sump pump can also be used for draining pits, boiler rooms etc. All bronze construction, hydraulically balanced impeller, stainless steel shaft, ball-shaped base and strainer.



A new low-priced Rapidaton automatic "Silver Shield" cellar drainer has been introduced by the Dayton Pump & Mfg. Co., Dayton, O. Available in brass or galvanized. Top strainer can be swept clean in its original position or lifted up on column of strainer. Both models have ½ h.p. motor with thermal overload protector; vertical discharge; "Silver Shield" protects motor from moisture; capacities: 3500 gal. per hr. at 5 ft.; 3000 at 10 ft.; 2400 at 15 ft.; and 1500 at 20 ft. Brass model has 2 balanced adjustable neoprene floats.

1 OUT OF EVERY 4

electric ranges sold is a TWO-OVEN range . . . when you sell GIBSON



From the bottom of the line to the top, Gibson Electric Ranges are planned for selling!

Every Gibson range, starting at the lowest priced, offers your customer:

7-speed cooking • Deep-well cooker • Large Do-All oven • ConSealed lower oven element • High-speed smokeless broiler • Concealed oven vent • Acid-resistant porcelain exterior • High full-width back panel • Appliance outlet • Plus other important features

And on up to the top end of the line, these de luxe features are added to offer de luxe values:

2 Do-All ovens • Full-width fluorescent lamp • Push-button heat selection • 2-speed Minute Minder • Warmer drawer • NuMagic Ups-A-Daisy deep well cooker • 5-way automatic cooking selector • Individual pilot lights for top and oven units

See your Gibson distributor now . . . find out more about how easy it is to sell the complete line of Gibson Electric Ranges!

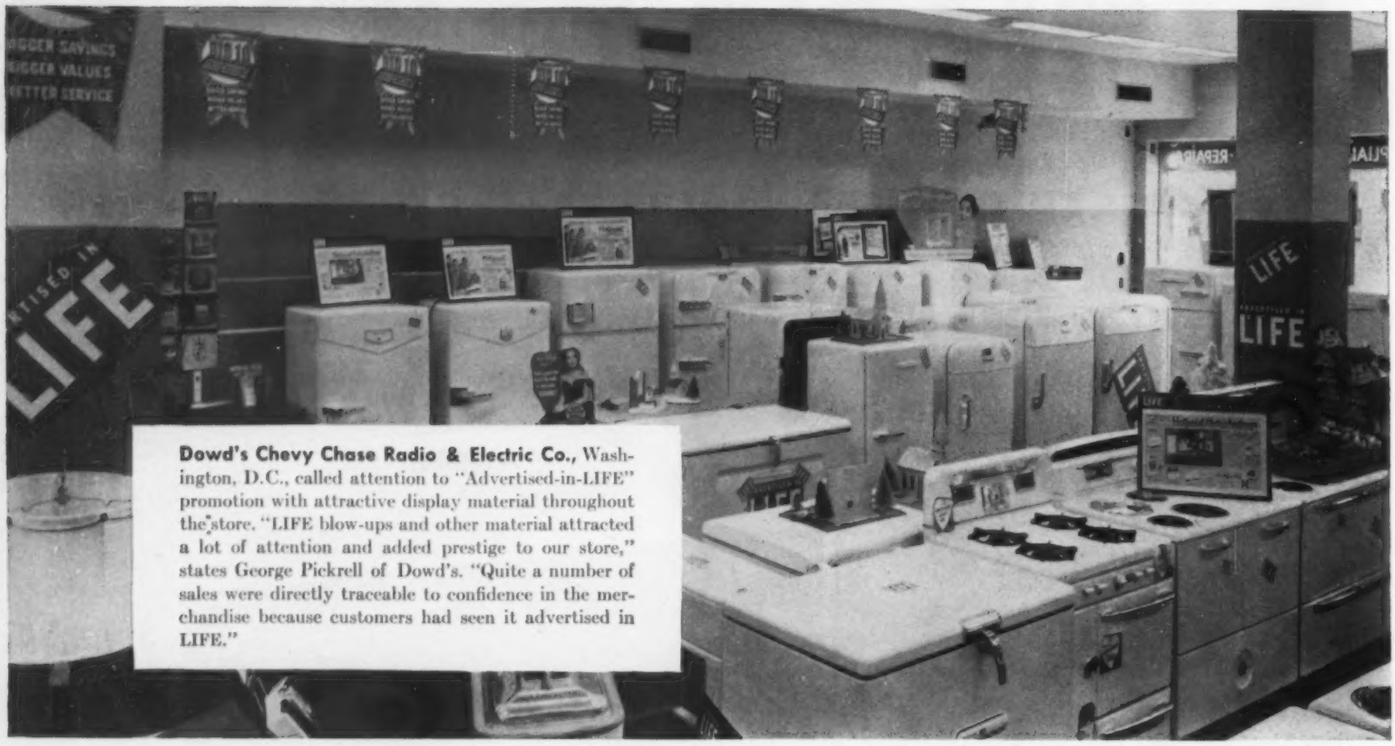
See the Gibson Range Ad in the February 23 Issue of Life Magazine

Gibson ELECTRIC RANGES

Also makers of REFRIGERATORS • FOOD FREEZERS • AIR CONDITIONERS

Gibson Refrigerator Company, Greenville, Michigan • In Canada—Gibson Refrigerator Company of Canada Limited, Montreal, Quebec

The way LIFE sells



Dowd's Chevy Chase Radio & Electric Co., Washington, D.C., called attention to "Advertised-in-LIFE" promotion with attractive display material throughout the store. "LIFE blow-ups and other material attracted a lot of attention and added prestige to our store," states George Pickrell of Dowd's. "Quite a number of sales were directly traceable to confidence in the merchandise because customers had seen it advertised in LIFE."

. . . sells

Mr. R. T. Dowd (right) says, "We have always insisted that all our major lines must be advertised in LIFE. Our recent promotion was a terrific success because our suppliers were as eager to tie in as we were. We always like to tie in with manufacturers' advertising, and we really cash in on the pre-selling job being done by LIFE."



EVERY ISSUE OF LIFE REACHES 11,880,000

appliances . . .


LIFE
LIFE
LIFE

PAK-A-WAY

HOME FREEZERS Packed WITH FEATURES THAT SELL!



Yes, Pak-A-Way has the features that sell! Kolrod shelves (a Schaefer exclusive), automatic warning bell alarm, 5 years of food spoilage protection, 5 year sealed unit warranty, full opening doors, finger touch latches with built-in locks, lifetime insulation. Yes, these are in addition to features found in ordinary freezers. And above all, Pak-A-Way is built by Schaefer, Inc., pioneer manufacturer of ice cream and frozen food cabinets—low temperature equipment exclusively since 1929.

With the Famous and Exclusive
KOLROD SHELVES
... for faster freezing. Better circulation, more visibility and lightning defrosting.

A Complete Line
5 OUTSTANDING MODELS

PAK-A-WAY

HOME FREEZER DIVISION
SCHAEFER INC.
MINNEAPOLIS

America's Finest Home Freezers

NEW PRODUCTS .. TV and RADIO



BENDIX TV Consoles

Bendix Television & Radio Div., Bendix Aviation Corp., Baltimore, 4, Md.

Models: Corinthian HB27C and Imperial FM27C.

Selling Features: Corinthian, 27 in. console in bisque finish; Century, safety glass front removable for simplified cleaning of tube face; 5 easily operated controls on front; 27 in. rectangular non-glare direct view picture tube; optically-engineered viewing angle; locked-picture controls; electromagnetic focusing; ultra-sensitive cascode tuner for VHF with continuous tuner for UHF built-in. keyed agc; high fidelity permanent magnet speaker; 28 tubes plus rectifier and picture tube; Bendix high-gain built-in antenna for VHF and UHF: a.c.

Imperial 27 in. console in matched mahogany crotch pattern; same features as above.



MAGNAVOX TV Sets

Magnavox Co., Fort Wayne, Ind.

Models: Magnavox Normandy and Britanny consoles.

Selling Features: Normandy has a new fruitwood cabinet in Savoy finish with a 21-in. cylindrical picture tube in a new De Luxe LD-106 chassis which employs 26 tubes including 3 rectifiers plus a crystal video detector; 41 mc IF amplifier; 12-in. high fidelity speaker and baffle slanted upward for better sound distribution; phono jack for playing phono records through TV audio system; provision for all channel ultra-high-frequency tuner.

Brittany, 21-in. console in 18-century cabinet with new deluxe LD-106 chassis and Magnascope big-picture system. Magnavox cascode tuner with 2 RF stages; 12-in. speaker and baffle slanted upward; phono jack and provision for all-channel UHF tuner.



CAPEHART Table TV

Capehart-Farnsworth Corp. Ft. Wayne, 1, Ind.

Model: Capehart "Bedford" table TV set.

Selling Features: Employs 21-in. rectangular picture tube; CX-37 super-powered chassis; high fidelity permanent magnet speaker; modern cabinet in mahogany or bisque finish. Separate matching base available.



MOTOROLA 1953 TV Line

Motorola Inc., 4545 Augusta Blvd., Chicago, 51, Ill.

Models: 30 models in Motorola 1953 line consist of 5 basic new styles plus models carried over from fall line.

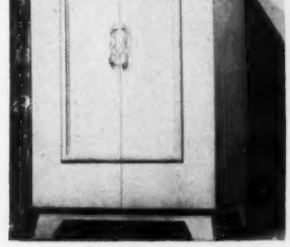
Selling Features: Line is made up of ten 17-in. receivers and twenty 21-in. models in variety of models including 4 TV-radio-phono combinations and off-the-floor consoles that can be converted to table models by detaching screw-in legs.

Innovations include a 21-in. console in birch with natural finish featuring slide-away door that can be slid into a recess at top of cabinet or pulled down to present a flush door covering screen and control knobs.

Other styles in 17-in. mahogany table, 21-in. mahogany or limed oak table; two 21-in. consoles in mahogany and limed oak with open face, all glass fronts.

Picture tube, mounted far forward in cabinet provides greater viewing angle; curved "glare guard" screen eliminates reflections. All models have a factory-installed UHF all-channel continuous tuning Strata-Tuner or it can be installed later. Built-in VHF-UHF antennas for use in good signal areas; shielded light on channel selector for tuning in a darkened room, are other features.





RAYTHEON TV Sets

Raytheon TV & Radio Corp., 5921 W. Dickens Ave., Chicago, 39, Ill.

Models: 3 Raytheon TV consoles, "Normandy", "Stockholm" and "Essex".

Selling Features: Single-knob tuning for VHF and UHF also for AM radio reception and phono. All models have 21-in. tube; full doors; and a pull-out drawer for optional phono equipment below VU-matic tuner; UHF tuner mounts out of sight inside cabinet on top of continuous VHF tuner. Normandy in French provincial cabinet; Stockholm, blond; and Essex mahogany.



DUMONT TV Sets

Allen B. Du Mont Laboratories Inc., TV Receiver Div., 35 Market St., East Paterson, N. J.

Models: 2 new table and 3 console models have been added to Du Mont TV line.

Selling Features: Table models: Chatham, 17-in. contemporary model has 150 sq. in. picture; mahogany or lined oak cabinet. Oxford, 20th century table model with 245 sq. in. picture in mahogany or limed oak cabinet.

Console models: Lynwood, 21-in. Swedish modern console in mahogany or limed oak. Essex, 21-in. Georgian console with full doors in mahogany.

Hanover II, a Custom series model, a 21-in. Sheraton receiver with full doors in mahogany and blond.

All models designed to receive UHF through addition of strips installed in tuner or through built-in provision for continuous tuning by Du Mont all-channel UHF-VHF tuner, or an optional converter which can be added. Dumonitor, an electronic yardstick, automatically measures and adjusts TV signal to give best picture quality no matter where installed, whether weak, medium or strong signal area.

Other features include automatic Selfocus picture tube; improved circuitry; noise-block switch; acoustically matched tonal system with dust-proof-puncture resistant speaker grill; built-in antenna; cooler operation. 25-tube chassis in all models but Hanover which has 26-tubes.



SYLVANIA TV Sets

Sylvania Electric Products Inc., Radio and TV Div. 254 Rano St., Buffalo, 7, N. Y.

Models: 4 new TV sets have been added to Sylvania 1953 line—a 27-in. model with chair-side controls and 3 table models.

Selling Features: Amherst, 27-in. console with doors and featuring "Chair-Side" controls of picture and sound has HaloLight around picture tube; 31¼ in. wide, 26-in. deep and 37½ in. high. 35-tube Stratopower Chassis; 5 intermediate frequency stages; new high-gain circuits; new cascode amplifier; available with built-in UHF tuning which permits all 82 channels to be picked up;—mahogany or blonde finishes.

Table models Weston and Wellington are 17-in. models. Stratopower 504 chassis; Weston mahogany plexeton cabinet; Wellington also available in blonde.

Kingston table model has 21-in. screen; Stratopower 510 chassis; mahogany-colored plestone cabinet —also available in blonde.

Entire 1953 line now has 22 models.

It's new! It's G-E!

IT'S LUMINOUS!



...and it's popular-priced for volume selling!

only $4.98*

the new G-E STARTER

7H-220L

General Electric's Diamond Jubilee Clock! Smart styling, easy-to-read numerals, Dyna-line design case, red sweep-second hand, and shatterproof crystal. Midnight-blue dial.





Terrific Combination of style and low price! Watch it spell T-U-R-N-O-V-E-R for you!

Here's a brand-new General Electric Alarm that has *everything*—style, quality, and low price! There's no other electric or spring-wound alarm anywhere that's so made-to-order for fast, volume selling!

We're going to tell all America about this extraordinary clock value—*again, and again, and again*—in LIFE, America's most widely read magazine.

Yes, the new G-E Starter Alarm is going places, so start enjoying the profits now! *Order today!* General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

Don't delay! Order your new G-E Starters today! Buy 'em by the dozen—but hurry! They're going fast!

with non-luminous dial, only $3.98*

7H-220



*Manufacturer's recommended retail or Fair Trade price. Plus applicable taxes.

At no extra charge . . . Dealer "Starter Kit." A complete package of promotion aids that will keep your "Starter" sales moving fast! A 98¢ value free of extra charge. Ask your distributor, while they last.

You can put your confidence in—

GENERAL ELECTRIC

NEW PRODUCTS



CBS-COLUMBIA TV Set

CBS-Columbia Inc.,
170 53rd St.,
Brooklyn, 32, N. Y.

Model: CBS-Columbia "Pacemaker" TV receiver.

Selling Features: New 17-in. ebony metal model, price leader in Studio Series; ebony all-metal cabinet; 21-tube Power-Tron 800 chassis with tilted glare-free safety glass, easily removed for cleaning.



PACKARD-BELL TV Line

Packard-Bell Co.,
12333 W. Olympic Blvd.
Los Angeles, 64, Calif.

Device: 5 cabinet modifications in current Packard-Bell TV line.

Selling Features: Foremost among changes is model 2723 deluxe French Provincial cabinet in fruitwood finish; 21 in. deluxe Traditional mahogany features matching panel doors in ribbon-stripe mahogany with fluted center panel; brass museum-type hardware; 2723, 21-in. open-face series now features Telecaster planter console in mahogany, blonde oak and maple. Hardwood table cabinets in mahogany and blonde oak are other changes.



ZENITH 1953 TV Line

Zenith Radio Corp.,
6001 W. Dickens Ave.,
Chicago, 39, Ill.

Models: 21 new VHF-UHF Zenith TV receivers equipped with instant automatic station selector for VHF and UHF stations.

Selling Features: Each of models can be supplied equipped to receive all existing stations, UHF and VHF; with no separate tuning, extra controls or outside converter required. Entire line has improved "K-53" chassis with improved sound circuit sensitivity and changes in tuner to provide greater freedom from "snow".

A tone register control provides exact shade of tone desired; manually operated screen register control permits improvement in detail of picture.

Heading line are two 27-in. consoles, one with hand-rubbed, blonde Afara cabinet the other a mahogany traditional cabinet.

Other models range from a 17-in. mahogany-color Pyroxylin covered table set to a 21-in. modern blonde combination with FM and AM radio reception plus a Zenith variable-speed Cobra-Matic changer.

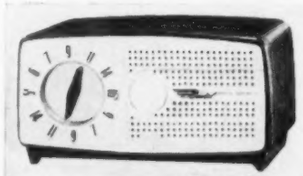


ARVIN Radio

Arvin Industries Inc.,
Columbus, Ind.

Model: Arvin combination AM-FM radio No. 581 TFM.

Selling Features: Improved model 580 TFM with straight AC transformer-type circuit; 8 tubes including rectifier; plastic molded cabinet finished in willow green, sandalwood, ivory or rosewood.

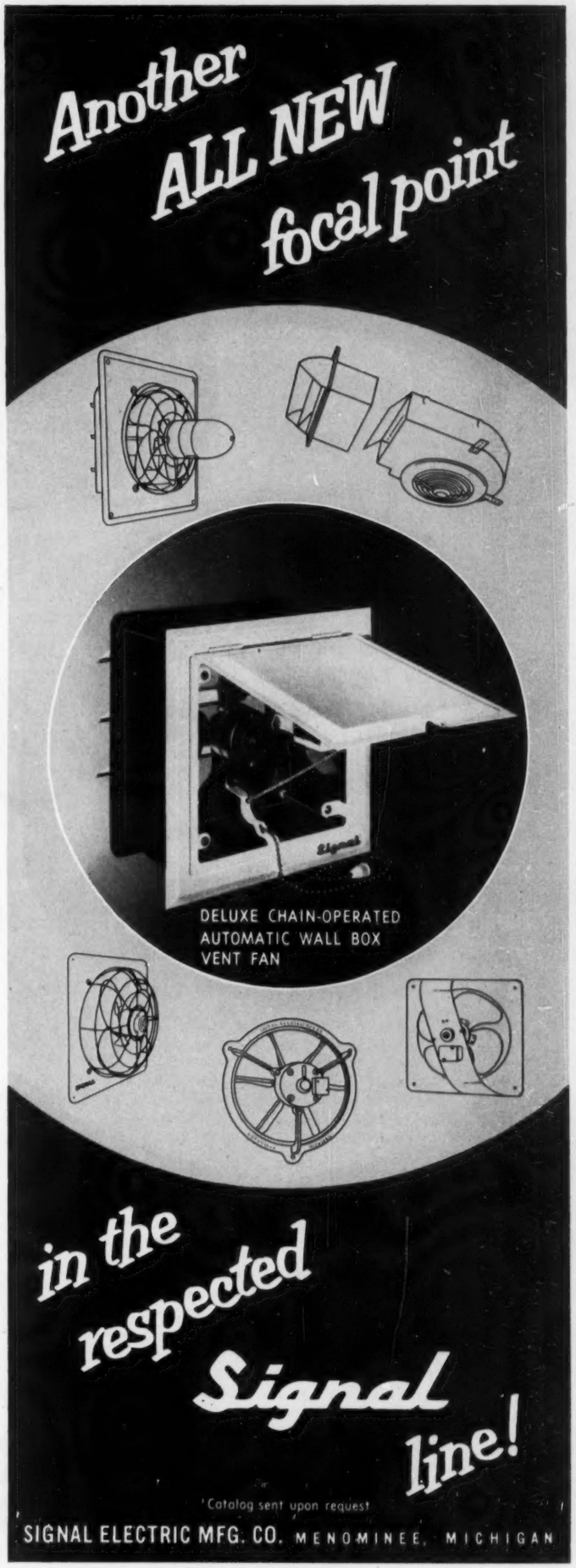


BENDIX Clock-Radio

Bendix Television & Radio Div.,
Bendix Aviation Corp.,
Baltimore, 4, Md.

Models: Bendix clock-radio No. 853.

Selling Features: No. 853 combination self-starting electric clock and 5-tube radio with 4 in. PM speaker; built-in antenna; automatically controlled appliance outlet with knob switch for use of outlet without turning on radio. Bakelite cabinet in gray, brown, green or ivory.



Sales Come Easier,
Sales Come Quicker,
—When You

Merchandise the Aluminum Advantages in Washing Machines



Point Out these Aluminum Parts... Point Up Your Washing Machine Sales!

Whether it's a wringer, spin dryer or automatic machine, chances are one or more of the following aluminum features can be used to strengthen your washer sales story...

Aluminum wringer housings are strong, easy-to-clean and won't rust or stain wringer rolls.

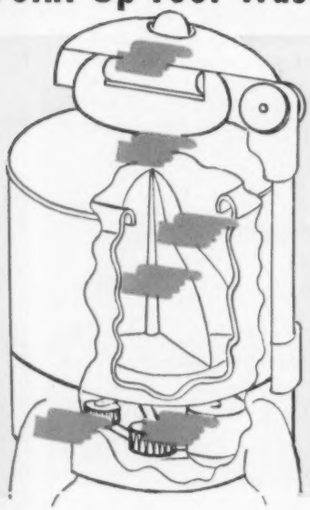
Aluminum tub covers are light and easy for women to handle. Plenty strong, too, and they won't rust.

Aluminum tubs (and spinner baskets)—with or without an anodic finish—are chip-proof, rust-proof and easy to keep clean.

Aluminum agitators are light in weight, yet strong and won't crack or warp.

Aluminum gear cases, gears, pump parts and **structural members** reduce weight without sacrificing strength, and assure long, trouble-free life with minimum care and maintenance.

Aluminum rotors and housings of electric motors and **aluminum wiring** are other features that help reduce washing machine cost, maintenance and weight.



Remember:

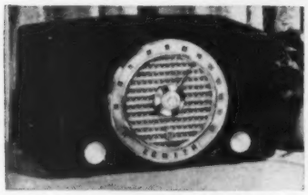
Manufacturers are using more and more aluminum in *all* appliances because aluminum makes products better...makes them easier to sell . . . reduces dealer service problems. And, national magazine and network TV and radio advertising by Reynolds Metals Company is constantly reminding your customers to look for aluminum in the appliances they buy. Put this support to work for you by talking up aluminum advantages right at the point of sale, where *your* profits are made.

Be sure to see "Mister Peepers" every Sunday night, 7:30 EST, NBC-TV; hear "Fibber McGee and Molly" every Tuesday night, 9:30 EST & PST, NBC.

REYNOLDS ALUMINUM

ALUMINUM MAKES THE DIFFERENCE IN APPLIANCES

NEW PRODUCTS



ZENITH Radios

Zenith Radio Corp.,
6001 W. Dickens Ave.,
Chicago, 39, Ill.

Model: Allegro, a.c.-d.c. table radio, and Zenette portable.

Selling Features: Allegro equipped with 7½ in. Zenith-built Alnico speaker; new phono-jack; Zenith long distance AM reception covers entire broadcast band from 540 through 1600 kcs; "Tube Mixer"; Wavemagnet antenna; on-off indicator; available in walnut, ebony or ivory plastic, with transluscent plastic grille.

Zenette, 3-way portable operates on a.c.-d.c. or batteries; speaker shielded by bar-grille to permit normal knock-about portable use; pick-me-up handle swings up to fit hand or lies flat; available in maroon, ebony, Lagoon green with gold grille.



MASCO Wirelessfone

Mark Simpson Mfg. Co.,
32-28 49th St.,
Long Island City, 3, N. Y.

Device: New 2-station, 2-way wireless intercom with range up to 2 miles.

Selling Features: Plugs into existing power lines; a.c. or d.c.; operates on the 2-wire power systems used in rural communities; portable units, weigh only a few lbs., can be plugged in anywhere; special noise-silencing control; pre-set at factory; no interference with radios; pilot on-off indicators; additional units may be added; switch provided for cases where no common ground connection is available.



BOGEN Wireless Intercom

Dagid Bogen Co.,
29 9th Ave.,
New York, 14, N. Y.

Device: Bogen TWIN wireless intercom.

Selling Features: Can be used with 2 or more stations with all conversation heard by all stations in system; station can be located wherever there's power outlet, and moved from place to place. Employs power lines existing in a building as transmitting medium; uses a line noise suppression circuit in every unit; each station contains transmitter and receiver operating at 175 kc. "Silent Watchman" permits a station to be locked in "Transmit" position for use in various applications where continuous listening and arrangement is called for, such as baby listening, etc.



Talk-A-Phone Intercom.

Talk-A-Phone Co.,
1521 S. Pulaski Rd.,
Chicago, Ill.

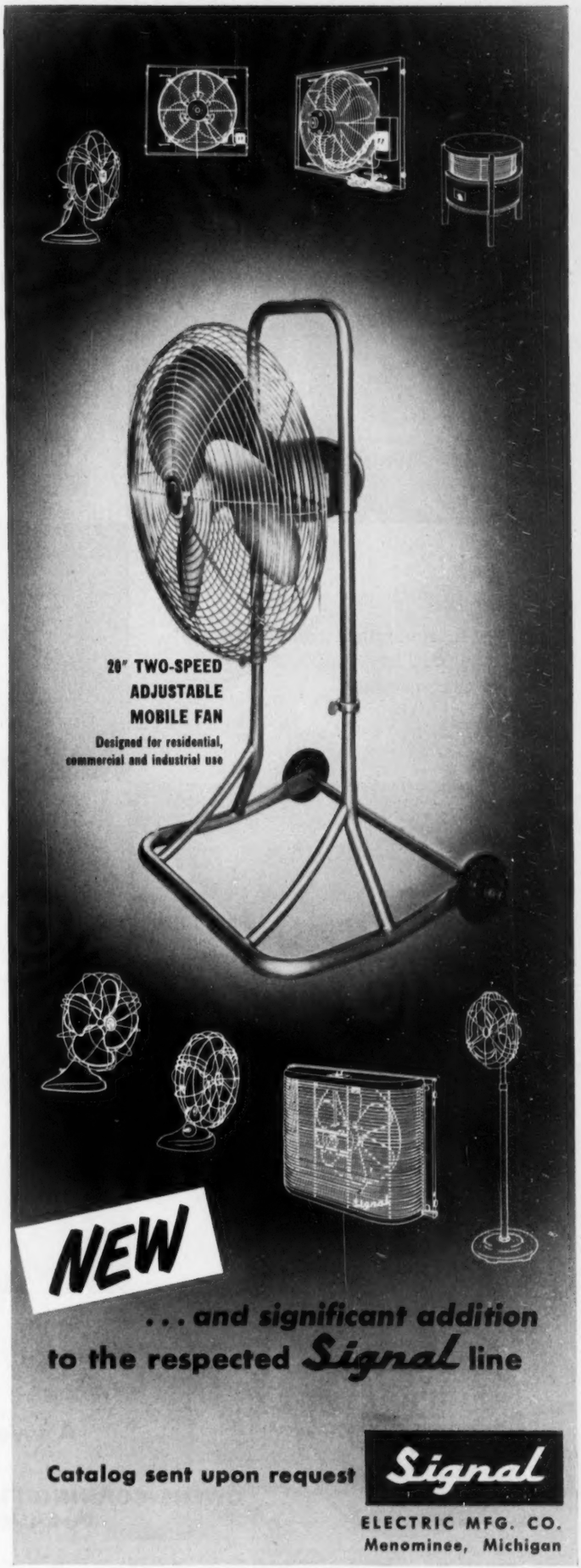
Device: New 20-watt Redi-Power Talk-A-Phone.

Selling Features: Features baseboard mounted power supply which will deliver up to 20-watts output; self-compensating to deliver required power to all or a selected group of stations; eliminates need for separate booster or paging system and does away with need for large cabinet. Power supply housed in small crackle-finished louvred unit installed out of sight. Multi-Magic Selector; Dynasonic universal feature; Hold-a-matic conference control; Uni-transdictation control are other features.

TV Briefs



NevaTip, an indoor antenna, introduced by Radio Merchandise Sales Inc., New York 60, N. Y., cannot be tipped over by the weight of its own elements. Base of metal casting finished in crackletone brown has plastic inserts which support telescoping elements and lead-in were; 3-section telescoping elements can be had in brass or aluminum and are adjustable to give clearer pictures.



Your customers saw Godfrey and Tony Marvin *bake ice cream in an oven!*



on the Fiberglas TV-Radio show, "ARTHUR GODFREY TIME"

GODFREY:

"Tony, wrap up that ice cream in the Fiberglas* Insulation, and put it in the oven while the pie is baking."

MARVIN:

"O.K., Arthur. Here it goes into a 425° oven. We'll leave it in there for thirty minutes."





30 MINUTES LATER

GODFREY:

"Now that we've baked it for half an hour, let's show all these girls what's happened to it."

GODFREY:

"How do you like that! Still hard. You see how the Fiberglas Insulation keeps heat where heat belongs and cold where cold belongs. That's why leading manufacturers use it in ranges, refrigerators, water heaters and freezers. Ask your appliance dealer about it."



FIBERGLAS INSULATION MADE BY OWENS-CORNING FIBERGLAS insulated OWENS-CORNING FIBERGLAS CORPORATION · TOLEDO 1, OHIO

Now, more than ever,
A swell feature to have...
A swell feature to sell...

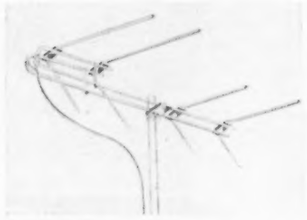
OWENS-CORNING FIBERGLAS CORPORATION
Dept. 104C, Toledo 1, Ohio

*FIBERGLAS is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for products made of or with fibers of glass.

NEW PRODUCTS

TV Briefs

Blonder-Tongue Labs., recently issued a new installation manual giving data on all types of Master TV systems. Titled "The B-T Unit System for Better Television", it describes functions of each B-T unit, plus complete layout data.



Ward Products, Cleveland, O., recently announced a Jazz Trombone UHF antenna No. TV-180., designed to convert existing VHF antenna installations to also cover UHF. Easily mounted on the same mast as present antenna.

Channel Master Corp., Ellenville, N. Y., announces the development of the stacked ultra fan No. 4132 VHF-UHF array. Utilizes 2 inter-action filters, one at each antenna, which electronically separate the VHF and UHF bands. New "all-vu" stacking rods have also been developed.

Channel Master Corp., Ellenville, N. Y., also announces a new broad band UHF fringe antenna—the Corner Reflector No. 405. Antenna is mounted behind mast and reflecting screen is held rigid by 2 separate U-bolt assemblies.

Double-truss construction prevents screen from vibrating, assuring maximum signal strength and continuous peak performance; completely preassembled.

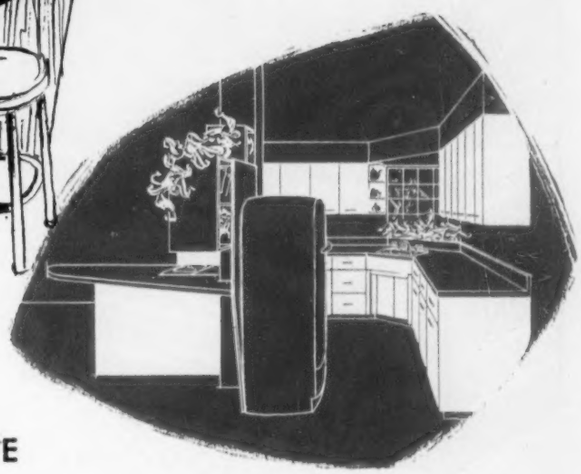
Brach Mfg. Corp., Div., General Bronze Corp., Newark, N. J. announces new UHF/VHF antenna, the Dual-V antenna No. 481. Features perfect balance at mast point for minimum strain and maximum life, made of aluminum with resilient plastic insulators; the 8db at UHF and a directional pattern like that of a 6-element conical at VHF.

Vidaire Electronics Mfg. Co., Lynbrook, N. Y. announce a new "Tele-Coupler" which permits use of one antenna with two television receivers. Transfers a maximum signal from a single antenna lead to sets without interaction from one set to another and reduces effects of local oscillator radiation from one set to another. Its filter action cuts interference at IF frequencies and reduces reflections.

3 reasons why Harrison is a KITCHEN DEALER LINE of Steel Cabinets



The illustration consists entirely of Harrison Standard Cabinets



HARRISON IS A complete LINE

all the cabinets...all the accessories...all the gadgets needed for any kitchen job!

- Colors and wood grain finishes
- Standard cabinet sizes 12" to 72"
- Custom units made to measure

HARRISON IS A quality LINE

contemporary design...superior construction and finish demanded for luxury kitchens!

- One–third heavier weight steel
- Radius edges Nylon roller drawers
- Spring hinges Sound insulation

HARRISON IS A competitive LINE

the deluxe custom–type features required for modern interiors...at standard prices!

- Priced for middle–income bracket
- Special–purpose units standard priced
- STANDARD cabinets in COLORS

AVAILABLE IN THESE COLORS and GRAINS

sunrise pink	natural oak
spring yellow	umber oak
elf green	natural birch
bonnie blue	knotty pine
mist grey	colonial maple
favorite white	grey oak

SEND THIS COUPON NOW!

Harrison Steel Cabinet Co.
4718 West Fifth Ave.
Chicago 44, Ill.

Please send more information on HARRISON steel kitchens to:

Name_____

Company_____

Street_____

City_____

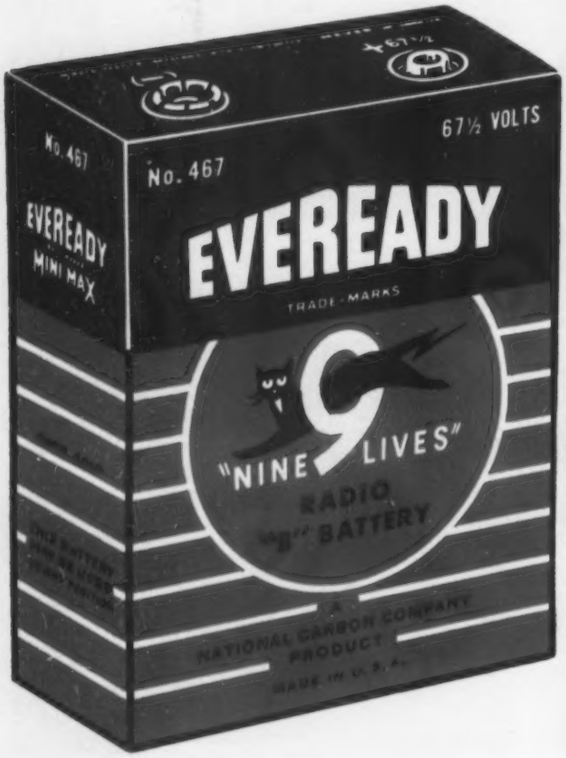
Harrison STEEL CABINET COMPANY
4718 W. FIFTH AVENUE • CHICAGO 44, ILLINOIS

Estimate $40 Million Market for Portable-Radio Batteries

1953 portable-radio battery sales should set an all-time record, according to latest industry figures. With more than seven million sets now in use and a production goal for the year of one and one-quarter million more, outlook is strongly optimistic for the sale of portable sets and batteries for original and replacement use.

Dealers are urged to promote the "portability" feature and to stress the importance of keeping fresh batteries in the set at all times. For example, National Carbon Company cites the value of its "Eveready" radio-battery display kit and other sales aids in stimulating *year-round* battery operation of portable sets.

Dealers can help to build extra battery profits by reminding set owners of the twelve-month utility of the battery-equipped portable. Periodic mail or telephone follow-up with users will boost repeat battery business.



BIG Bonus Offer with your Best Battery Brand!

GOOD NEWS AGAIN!...for "Eveready" Portable Radio Battery Dealers.

Last year's "Bonus-in-Batteries" sales plan was a big success. This year's extra-profit program is even better!

See your "Eveready" radio-battery supplier *today* for full details of the 1953 plan. Don't miss this chance to *add* profit dollars to your fast-turnover, portable-radio battery business.

ORDER NOW . . . Make "Eveready" brand *your* battery brand this year . . . *all* year!

The terms "Eveready", "Mini-Max", "Nine Lives" and the Cat Symbol are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N. Y.
District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco
IN CANADA: National Carbon Limited, Montreal, Toronto, Winnipeg

Also...

COLORFUL DISPLAY KIT INCLUDED IN 1953 "EVEREADY" BATTERY PROMOTION



Jumbo No. 467 battery, nearly 30" high, and many other sales helps. Get this big kit...

USE IT NOW!

NEW PRODUCTS



ELNA Sewing Machines

Elna Sewing Machine Co.,
164 W. 25th St.,
New York, 1, N. Y.

Models: 2 new lightweight portable Elna sewing machines Supermatic and Elna Transforma.

Selling Features: Supermatic features a compact built-in precision "brain" known as "Elnagraph" which makes it fully automatic; controlled by plastic discs that slip on machine—each disc, the size of a half dollar—represents a different stitch design; by inserting a disc



homesewer can sew straight, sew zig zag stitches, sew on buttons, knitted fabric, make button holes, blind stitches, monograms etc.

Elna Transforma a straight stitch portable can be converted to a versatile zig zag model by installation of the "Elnagraph" at extra cost. Transforma features a built-in motor; "free arm"; twin needle clamp, which enables use of 2 needles with different threads at same time; calibrated tension control and built-in knee control.



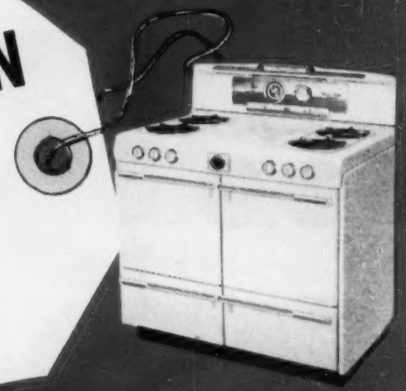
HELVETIA Sewing Machine

Helvetia Sewing Machine Sales Corp.,
121-27 W. 27th St.,
New York, 1, N. N. Y.

Device: Improved Helvetia sewing machine made in Switzerland available through American distributors.

Selling Features: Round-bobbin; new black Bakelite face plate; patented darning foot and raceway; simplified drop-feed; reverse sewing. Distributors being appointed.

YOU'LL TIE SOLD TAGS ON Magic Chef



WITH THIS

Feature Selling Spring Promotion!











Big feature selling national magazine ads, powerful point-of-sales material, co-op and tie-in ads designed to move-the-merchandise off your sales floor. Plan now to put these hard-hitting sales helps to work this spring!

TWO TERRIFIC TRAFFIC BUILDERS!



Here's a red hot 60-day promotion that will pull customers into your store . . . and tie sold tags on *Magic Chef*. A complete program with everything from a specially priced promotional model to special display material and tie-in ads. Put on your Red Tag Sale this spring and cash in with this big sales package!

VOGUE PATTERN BOOK APRON PROMOTION



Here's a sales starter that's a natural. Your customers will be coming in and asking for the reprint of instructions to make these beautiful aprons. Especially designed for *Magic Chef* . . . they're featured in a big 3-page full color editorial in the April-May issue of VOGUE Pattern Book. Big national ads in 15 magazines tell millions of women to get them at *your* store!

NATIONALLY ADVERTISED IN 15 MAGAZINES

AMERICAN WEEKLY • BETTER HOMES & GARDENS
COUNTRY GENTLEMAN • EBONY
FAMILY CIRCLE • HOUSEHOLD • LIFE • LIVING
McCALL'S • PARENTS' • PROGRESSIVE FARMER
THIS WEEK • VOGUE PATTERN BOOK
WOMAN'S DAY • WOMAN'S HOME COMPANION

Magic Chef INC.
[illegible] S. KINGSHIGHWAY • ST. LOUIS 10, MO.

...get in on ORIGINAL

It's another Bendix TV Promotion! ... it's a rootin', tootin' contest with a real sales kick. Bendix Television and Radio, The Name Millions Trust ... teams up with Kellogg, the greatest name in cereals ... in a promotion based on LOCAL dealer participation ... backed by National advertising at LOCAL levels right straight across the country. You can get into the act right now! Read all about it.

This is it! The kind of promotion that acts like a shot in the arm for business ... and right in your own home town, too. It's a six weeks drive. And it's going to last from March 1st to April 30th. Here's the way it will work.

"Name the ranch" contest

Andy Devine, "Jingles" in the famous Wild Bill Hickok show that's sponsored by Kellogg for its Sugar Pops cereal ... wants a name for his new ranch. Winners will get 608 big prizes from Bendix Television and Radio. In addition, two first prize winners will also get a free trip to "Cheyenne Frontier Day" Rodeo in Wyoming. A boy and a girl.

How you can cash in

The sales plan marches in 3 steps (1) newspaper ads in 111 papers... TV shows once a week on 51 TV stations... radio programs 3 times a week on 464 stations.

(2) Tie-in TV displays by Bendix dealers with Kellogg displays in the largest food markets in the country ... the supermarkets that serve 157,000,000 people a month who will be exposed to Bendix Television sets. We've made it easy for you to get your sets displayed in the stores right in your area.

(3) Point of sale tie-ups with the contest right in your own store and display room. You'll get free contest entry blanks ... to give away to people in your neighborhood. You'll have free window streamers to let people know you're neighborhood headquarters for all who want to enter this Bendix TV-Kellogg contest! Free identification cards for your store to be put on TV sets in your Supermarket displays.

Get all the details today

Your Bendix distributor can give you all the rest of the answers. Pick up the phone and call him. Let him tell you how easy it's going to be for you to get in on this promotion. Let him tell how all arrangements will be made for you. How little work is needed. That all you need is just old fashioned enthusiasm for this really red hot promotion. The kind of promotion that works and sells. Give the Bendix television distributor a ring. He's waiting and willing!

BENDIX* TELEVISION AND RADIO

BALTIMORE 4, MARYLAND

(a division of Bendix Aviation Corporation)

Free Window streamers about Bendix TV-Kellog contest for your windows

"Wild Bill Hickok" on 464 Radio Stations 3 times a week ... reaching 6,315,000 homes!

157,000,000 people who shop in Supermarkets each month will see Bendix Television sets.

THE NAME Bendix AVIATION CORPORATION MILLIONS TRUST

Full Page ad (in color) in 111 newspapers. See opposite page for details.

Free identification cards for your store to display in Supermarkets

Half Hour "Wild Bill Hickok" show on 51 TV stations. Reaching 4,984,000 homes

Free Contest entry blanks for your store to bring in traffic

TV's most promotion!



ATTENTION ALL DEALERS!



YOU, MR. DEALER,

Are the Heart of this great Crosley "Plan-Your-Kitchen" Contest!

• PRIZES FOR YOUR CUSTOMERS!

Here's how the contest works! All prizes will be awarded by Crosley. Your customers will be asked to send in a plan of their present kitchen area . . . filled with Crosley Kitchen Equipment. The first 100 winners during the contest months will each receive a complete Crosley Kitchen — *all* the Crosley products needed to complete their Crosley Dream Kitchen, plus a $500 installation allowance! The next 100 will each win their choice of Crosley Appliances having a retail value of $329.95 to $369.95.

Now, here's where you come in! Contestants *must* get their entry blanks from a Crosley Dealer. To help you make the most of this marvelous sales opportunity, there will be a Complete Dealer Store Kit, contest banners, point-of-sale display material, broadsides and cards for follow-up mailings, plus complete planning and training assistance. This material will make your store Crosley Contest Headquarters in your neighborhood . . . the Contest Headquarters that we'll be telling people to look for!

• PROSPECTS AND SALES FOR YOU!

Here's how you can benefit! You need not award prizes! Just cash in on the *hottest* prospect list you've ever had! You can help prospects plan their entries by actually showing them the advantages of your Crosley products. Be sure, when you hand out the entry blanks to contestants, that you get their names and addresses for follow-up cards and calls. Many people, although they may not win, will nevertheless *still* want Crosley products—because they've *seen* Crosley products in your *store!*

Here's how this great contest will be promoted! Your customers will learn about the Crosley "Plan-Your-Kitchen" Contest through full-color, double-page ads in the April issues of *McCall's, Better Homes and Gardens, American Home, Good Housekeeping, Today's Woman* and *Sunset* magazines. Single-page, full-color follow-up ads will appear in May and June. In addition, it will be promoted in a big newspaper campaign, on the Crosley TV program, "What's My Name?", and with big, 24-sheet outdoor posters!

This is *Your* Contest! Make the Most of It—And You'll Make New Prospects, More Sales!

See your Crosley Distributor for your Contest Promotion Kits, and Contest Entry Blank and Kits for your customers.

CROSLEY DIVISION AVCO MANUFACTURING CORPORATION 1329 ARLINGTON STREET, CINCINNATI 25, OHIO

ELECTRICAL APPLIANCE NEWS

TRADE REPORT



TED WEBER, JR.
News Editor

Washington Decontrols: End of an Era

- **Price and wage controls are already at the vanishing point and allocations of materials is scheduled to end by June 30**
- **There's talk of reviving Regulation W but Congress isn't enthusiastic and there's some doubt if President will ask for it**

The era of government controls is about over—at least for the foreseeable future. As of April 30, price and wage controls are scheduled to end, and by June 30, allocations of materials to manufacturers will be completely gone.

About the only controls left after June 30 will be those needed to give manufacturers of defense items whatever priority they need to get necessary materials on time to meet delivery schedules. The impact on supplies of home appliances is expected to be about zero.

The controllers claimed that the end of price controls would produce a wave of price increases throughout the economy—but they seemed to be pretty much in the minority.

Prices on some industrial materials —including industrial equipment, copper, aluminum, alloy steel and other such items—were expected to rise. But most officials in government and private industry expected only minor changes, if any, in manufacturer's and retailer's price schedules.

In President Eisenhower's State-of-the-Union speech, he had good words to say for only one kind of direct control—the regulation W method of putting clamps on installment credit.

As a result, jittery congressmen were afraid the administration will ask them to pass a law giving the Federal Reserve Board power to re-impose the unpopular Reg W.

When William McChesney Martin, chairman of the Federal Reserve Board of Governors, went to see Eisenhower at the White House, a flood of inquiries hit the Reserve Board. All wanted to know whether Reg W—or a Republican version of Reg W—had been discussed.

Federal Reserve officials insisted the answer was no—that Martin had merely paid a courtesy call on the President.

Congress killed Reg W last year. It was one of the least popular types of control with the law-makers. Auto and appliance dealers, backed up by union labor, talked Congress into ending it. They'll probably fight any effort to restore it.

There's no pressure inside the Federal Reserve Board—which probably would administer a new Reg W —to have the idea written back into law. Officials there say they doubt if they'd use its provisions right now, even if the law were still on the books.

Just the same, installment credit shot up $3.2-billion from the time Reg W controls were lifted last April to the present time. That means the White House is going to keep an eye on it.

The administration voluntarily gave up the other kinds of direct controls —over wages and prices. Even if it decided it wanted stand-by power to clamp on consumer credit controls, it would have to deal with a reluctant Congress.

So far, Eisenhower has shown no inclination to push unpopular legislation on Congress. Law-makers are hoping they will never get a formal request to re-impost Reg W. And if they do, the chances of its getting through Congress don't look good. The only other control of importance to retailers in the Washington news is the indirect one of taxes. Any reduction, especially of individual income taxes, is expected to give a shot in the arm to consumer buying.

Republican maneuvering on tax reduction has changed the outlook almost week-by-week. Pressure is high in Congress for repeal of a post-Korea tax bill that would mean a 10-11 percent cut in each individual's tax bill. This cut is scheduled to come automatically on Dec. 20 this year unless Congress acts to change it—and the change that seemed to have the best chance is one that would make the tax reduction effective with the expiration of the corporate excess profits tax on June 30.

However, the picture may change entirely as the situation between Eisenhower and the Republican leaders in Congress shakes down. So far, Eisenhower has taken the stand that budget balancing should take priority over tax reduction.

Tax statistics show that the average married couple with two dependents and a $5,000 a year income would pay $29 less taxes this year if the tax cut is made effective June 30. If it expires Dec. 30, their tax payments would be $57 less in 1954 than in 1953—$520 instead of $577.

Any time tax talk is in the air, there's discussion about reducing the excise taxes, including those on appliances. However, the experts say there's no chance of reducing these excises this year. But the subject will come to the front in 1954 as Congress and the Administration start digging into a re-vamping of the entire tax structure, something that's been talked about for years.

Credit Outlook

Consumer credit sales in 1953 will reach higher levels than in 1952 but there is no danger in such credit expansion.

That's the conclusion drawn by Standard Factors Corp. from a survey of 37 companies, 27 of whom are clients of Standard. Twenty-eight of the firms see no danger signals in the credit picture, do not feel that credit totals are above normal and do not feel it is necessary to halt extension of credit. The remaining nine firms are somewhat more concerned with the volume of credit but suggest a careful screening of credit applications rather than a decrease of credit.

The Standard Factors survey reported that "in many significant items our position today is much sounder than it was in 1929." The redistribution of national disposable income was cited as the most important stabilizing influence today.

Considering consumer credit as a percentage of disposable personal income (after taxes) the study noted that today's 9.7 rate compares with 9.2 in 1929, 9.7 in 1937 and 12 in 1940.

TIME TABLE FOR DECONTROL—WHERE THE INDUSTRY STANDS

PRICES	Price controls on radio, television and electric housewares have been removed. As of February 16, price controls remained on major appliances but their decontrol was imminent. All price and wage controls end by April 30.
MATERIALS	Allocations system will end by June 30. Priority system for defense required materials may be maintained but it will have little impact on appliance-TV trade.
CREDIT	There's lots of talk of reimposition of Regulation W. But chances are that the President won't ask it — and he might have trouble getting it from Congress even if he did request it.
TAXES	Decision on cutting personal taxes is still up in the air. There's not much chance that excises on appliances will be cut this year.



The initial order for Tide was sent in after Albert R. Arnau, Vice President of Electric Sales and Service Co. (ABC distributor), outlined the Tide Plan's success in other areas to H. J. Wilson, Merchandising Manager of Georgia Power.



Using the free Tide display material shipped with Georgia Power's order, Messrs. Wilson and Arnau planned displays for the chain's 103 stores. Here, retail salesman, W. O. Clark, Jr., sets up typical interior display with Tide kit.

GEORGIA UTILITY BOOSTS ABC WASHER SALES 66⅔%* WITH TIDE PROMOTION PLAN



Large-space newspaper ads in key cities were used by Georgia Power to merchandise their bonus offer. Based on free mats supplied by Tide, these ads combined with full-scale interior and window displays to build traffic way up. The tie-in was too good for women to ignore.

GEORGIA POWER COMPANY'S 103 RETAIL STORES CREDIT SALES GAIN TO TIDE'S CONSUMER POPULARITY



H. J. Wilson

Whether it's used by a large department store, a small dealer, a leading independent or a major chain, the Tide Promotion Plan continues to increase washer sales across the nation. The latest evidence is the success story of the Georgia Power Company. Operator of 103 retail appliance stores in the Peach State, Georgia Power wanted a washer promotion with the widest possible consumer appeal—a program that would attract women in Atlanta, Augusta, Macon, Columbus and scores of other cities, large and small. They found the perfect answer in the proven Tide Plan.

Taking advantage of Tide's special advertising allowance of $1.75 per case, Mr. H. J. Wilson, Merchandising Manager of Georgia Power, used the Tide Plan for a 103-store bonus offer promotion—giving a year's supply of Tide away with each ABC washer purchased. Talk about chain reaction! At the end of the three-month promotion, Tide's overwhelming appeal to women had increased Georgia Power's ABC washer sales 66⅔% over the same period in the previous year. These pictures, showing how the Tide Plan worked in just one store, are typical of Georgia Power's results throughout the state.

**Sales gain over the same period in the previous year.*



For demonstrations, Georgia Power's Senior Salesman, A. L. Fowler, used Tide to impress prospects most. He got the maximum performance from his washers—the cleanest, whitest, wash possible . . . with no soap film left in the washer.



Another ABC washer sold! At the end of the three-month promotion, Georgia Power's ABC washer sales were up 66⅔% over the same period in the previous year. Georgia Power gives the credit to Tide for clinching hesitant sales time after time.

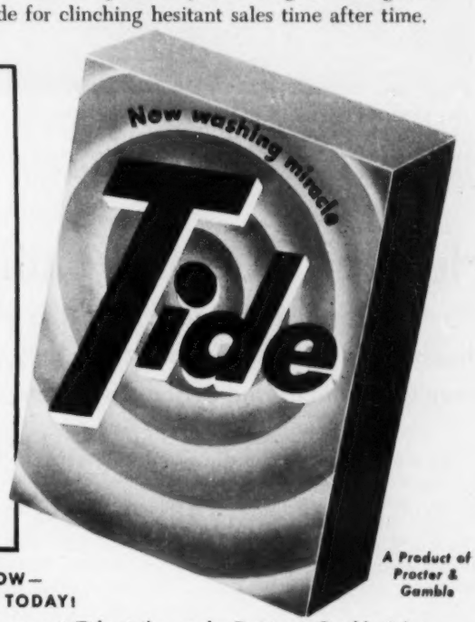
THIS IS THE TIDE PLAN . . .

It Worked in Georgia—It Could Work for You!

As a dealer, you, too, can take advantage of Tide's special advertising allowance of $1.75 per case. (Your cost per case would be around $5.00—almost ⅓ less than the retail price.) And with your Tide, you would also get a colorful free display kit to tell the story of the washer promotion to your prospects. (The free display kit will be printed with the name of any washer brand you designate.) You can use your Tide order and the display kit to increase your washer sales these *four* tested ways:

1. **Use Tide to build traffic**—offer a box to each woman who will come in to watch a washer demonstration.
2. **Use Tide for bonus offers**—as an "extra" to swing more sales, offer a supply of Tide with each washer purchased.
3. **Use Tide for demonstrations**—get top performance from your washers. Tide gives you the cleanest wash possible . . . leaves no soap film. Laboratory tests prove it!
4. **Use Tide for displays**—promote your offers with Tide and the special colorful display kit that's tailored for you.

Like the Georgia Power Company, you'll find that Tide is your best tie-in. It's *smart* business—*good* business—to let the Tide Plan make dollars for you at a cost of pennies.



A Product of Procter & Gamble

Tide

IS YOUR BEST TIE-IN

because . . .

TIDE IS USED IN MORE WASHING MACHINES THAN ANY OTHER PRODUCT ON EARTH!

CLIP COUPON BELOW—
ORDER YOUR TIDE TODAY!

Here are the terms: You can get Tide at the regular Procter & Gamble Sales Department prices** less a special advertising allowance of $1.75 per case (net cost to you approximately $5.00 per case—minimum order 5 cases). In return, you agree to use all of the Tide you order in any or all of the following ways: (a) offer a supply of Tide with the purchase of a washer (minimum offer ½ of case per washer sold); (b) offer a box of Tide to each prospect who comes into your store to see a washer demonstration; (c) for washer demonstrations. You also agree to feature the Tide merchandise offers in your advertising and to display Tide packages with your washers.

***Prices subject to change without notice. Shipped C. O. D., freight prepaid.*

Box A
Tide Home Laundering Bureau
1429 Enquirer Building
Cincinnati 2, Ohio

Please ship us_____cases of Tide (minimum order 5 cases). We agree to use all the Tide on this order in accordance with the terms of the Tide Promotion Plan described above.

Store Name_____

Street Address_____

City_____ State_____

Ordered by_____

( ) Please send us at no cost, a washer promotion display kit containing wall posters, window streamers, and counter cards bearing the name of_____washer. (Please check box.)

Also include at no cost, the following newspaper mats (checked below) for the purpose of advertising our washer promotion.

( ) 2 cols. x 3″; ( ) 2 cols. x 6″; ( ) 3 cols. x 5″; ( ) 3 cols. x 10″



THE SAVINGS and convenience made possible by the substitution of transistors for vacuum tubes in hearing aids is dramatized in this photo. The new units cut yearly battery expenses from $40 to $3 and reduce the number of replacements from 120 to 4 batteries. The model holds three Raytheon transistors in her hand.

Hearing Aid Revolution

Raytheon announces that it is shipping tens of thousands of transistors monthly; they make possible a more economical and efficient hearing aid

The extent of the revolution which the transistor has wrought in the hearing aid field was spotlighted late in February when Raytheon Mfg. Co., which calls itself the leading supplier of such units to the industry, held a New York press conference.

Norman B. Krim, Raytheon vice-president and general manager of the firm's receiving tube division, told reporters that the firm was shipping "tens of thousands" of transistors per month to over 15 hearing aid-manufacturers. On the day of the conference, Krim said, five firms had already introduced "transistorized" hearing aids and "new ones are being announced every day."

The fully transistorized hearing aid uses no vacuum tubes (they are replaced by three germanium junction transistors). As a result, it is possible to eliminate the B battery completely and the life of the single A battery is extended by many hours. The result, said Krim, is a reduction of from 80 to 97 percent in annual battery changes and costs. The new hearing aids also give more help in hearing weak sounds, provide more power output and less distortion so that sounds are more realistic. The new units are extremely quiet compared to vacuum tube sets, Raytheon officials said, since the latter have a tendency to generate microphonics (bell-like sounds).

Theoretically the transistors have an infinite life, Krim said. He emphasized that other components (microphones, resistors, condensers and transformers) rather than transistors would determine the life of the hearing aid.

Raytheon, which claims to have produced over 75 percent of the vacuum tubes used in hearing aids since 1939, feels that the transistors will revolutionize that industry.

Eventually the transistors will be applied to other consumer products—radios and television among others—but Krim believes that such applications are from one to three years in the future.

Radio-TV Briefs

● Formation of two subsidiaries to serve the export market has been announced by Admiral Corp. The first new company (Admiral Corp. Interamericana) will handle sales in the western hemisphere outside of United States and Canada. Admiral International Corp. will handle sales in the rest of the world.

● Installation of machinery for manufacturing polystyrene radio cabinets is the highlight of a $400,000 modernization program begun by General Electric at its Bleeker St. plant in Utica. Eight thousand square feet of floor space in the form of a mezzanine will be added to the plant.

● Thirty-four sales representatives and executives of Radio Merchandise Sales, Inc., attended the firm's recent mid-winter sales conference in the Grossinger Hotel, Liberty, N. Y.

A Bigger Slice

An increase of about 35 percent in the sale of its radio and television lines during 1953 is expected by General Electric, W. H. Sahloff, general manager of the company's receiver department, said in January.

As far as television is concerned, Sahloff pointed out that the firm would virtually double its output in 1953 and that over $9 million would be spent by the receiver department and its distributors in advertising. Four industry trends and one company sales feature were cited by Sahloff in explaining the firm's confidence. The industry trends include: low inventories at the beginning of the year; opening of about 110 new markets in 1953; existence of a large replacement market; and the improved quality of telecasts. In addition, said Sahloff, the firm's "Ultra Vision" has proved to be "the greatest innovation ever to come off a drawing board."

As far as radios are concerned, the coming year should be the biggest yet for the sale of clock radios, Sahloff said. He pointed out that radio production was still in the vicinity of six million sets and said that he had "no intention of attending a wake for the industry."

Bigger Potential

An increased sales potential in TV for 1953 was forecast by Magnavox president Frank Freimann recently. He cited public spending power, confidence in the new federal administration, and greater stability within the industry as factors in his forecast.

Freimann said that technological improvements actually remove any point of actual saturation. In addition, he said these improvements would appeal to a buying public which has "the greatest spending power since 1937" and he said that confidence in the new government would lead many to "unfreeze the billions of dollars in savings and provide the wherewithal for more sales in 1953."

Slush Pump Winner



A CHECK covering the national grand prize in Ward Products Corp's "slush pump parade" sales contest is handed to Walt Read, of Salem, Ore., by Bill Earl, Ward representative. Looking on is Bernie Wallig, store manager. Read is salesman for the Salem branch of Lou Johnson Co. The contest was designed to popularize the firm's new "trombone" antenna.

One Knob Does It

In 1952 Raytheon boosted its TV business by 500 percent and the firm is aiming at adding another 300 percent in 1953, William J. Helt, general sales manager of Raytheon Television and Radio Corp., said in Chicago during January.

Helt said that the firm had added 26 TV and radio distributors in 1952 and plans to add still another 15 by June 1 of this year. Company officials attributed last year's success to the provision for single-knob, all-channel tuning for VHF-UHF reception in Raytheon sets.

Vice-president R. L. Dunn told distributors attending the January Markets that he felt that 1953 TV production would be somewhere near 6.5 million in 1953. He added, however, that if new markets open faster than anticipated sales might approach the 7.5 million mark.

Dunn warned distributors against holding "false hopes" for the quick appearance of color television.

Kickoff for St. Petersburg



THE KEYS TO THE CITY are accepted by Dr. Allen B. Du Mont as part of a recent kickoff of TV activity in St. Petersburg-Tampa Bay area. The area's first TV station is scheduled for early this spring. From left to right are radio station manager George Robinson, Dr. Du Mont, Mayor Samuel G. Johnson and Chamber of Commerce president E. C. Robinson.

New Customer Interest from Air-Flow to Finish!

ROBBINS & MYERS

beautiful NEW 3/4 ton

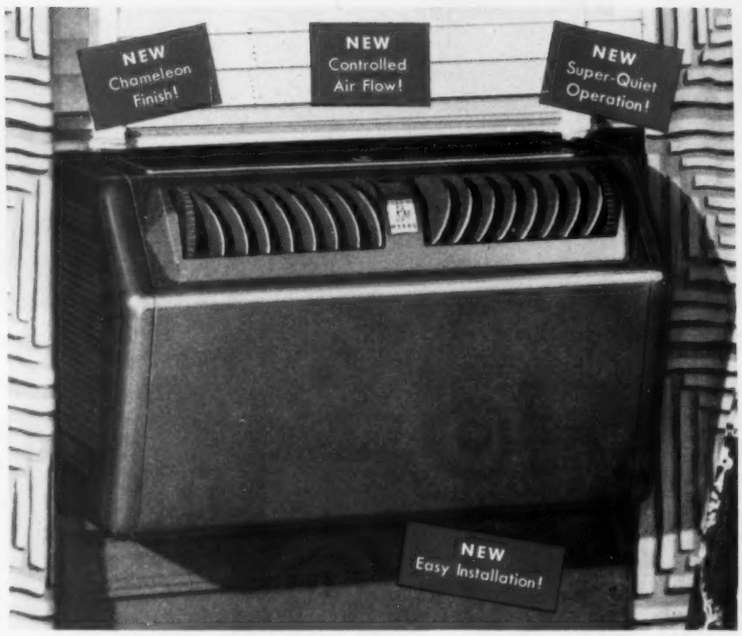
ROOM AIR CONDITIONER

with the exclusive

ROTO-DISC†-DIRECTOR

for controlled air flow!

†Patent Applied For





There's more to sell, more to tell about this beauty of a buy! Here is an entirely new principle of air circulation and cooling. Here are exciting new features you can really demonstrate. The exclusive Roto-Disc Director channels air up, down, to either side—or any combination. The whisper-quiet operation sells. New easy installation provides a strong closer. And the beautiful "Chameleon" finish adds appeal by taking on the shade of surrounding colors. Take advantage of this easy selling opportunity. Ask your distributor, or write us for complete details.

IT COOLS!—Delivers a large volume of cool air in hottest weather.

IT DEHUMIDIFIES!—Removes approximately 6 gallons of excess moisture from sticky air every day.

IT VENTILATES 3 WAYS!—No-draft circulation with or without cooling—fresh air circulation—stale air exhaust.

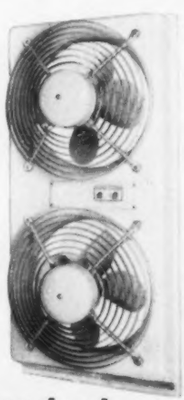
IT FILTERS!—Cleanses air of pollen, dirt, soot—wonderful for hay fever sufferers.

- **Exclusive Roto-Disc Director**—New air-control grilles rotate independently to direct the flow of air to any part of room.
- **Beautiful Modern Design**—Fresh, clean lines harmonize with any room. Controls are enclosed for added beauty.
- **Large Evaporator and Condenser**—Surface area of two-bank evaporator and three-bank condenser is one of largest sold.
- **Easy Installation**—Newly designed brackets make it easy to install in any double-hung window up to 48″ wide. No plumbing.
- **Five-Year Protection Plan**—One-year warranty on complete unit (workmanship and material only) and additional four-year replacement warranty.

Plus—the most-wanted window fans in America!

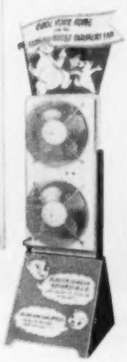
Sales Boon for you!

New R & M Casement window fan for a waiting market! Has all the quality features that make standard R & M window fans steady sellouts. Easily installed in standard 3-light casement windows (panel furnished to fit 4-light). Two speeds, intake and exhaust. Electrically reversible 12″ twin fans. Silver gray. Guaranteed 5 years.



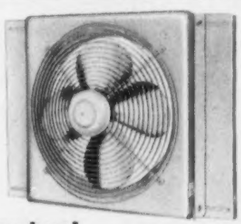
Let Customers sell themselves!

Cool comfort sells itself when your customers operate the fan displayed. Fan slides into channels. Colorful Masonite signs. Height 68″. Write for details.



A Steady Sellout!

R & M 18″ and 22″ electrically reversible window fans exhaust stale air, draw in cooling breezes . . . reversed, they circulate fresh air.



Customers try, then buy!

Fan operates in display. Polished aluminum tubing and durable Masonite. Display is 72″ high, 27″ wide, 22″ deep. (Fits 18″ fan only.) Write for details.



ROBBINS & MYERS FANS for 1953

ROBBINS & MYERS, INC. EM-33
Fan Division: 387 So. Front St., Memphis 2, Tenn.



OLD PRODUCT: a 100-year old fan spring-wound helped draw traffic to inspect new fans on display at the Kisco exhibit. Demonstrating is J. T. Holden



NEW PRODUCT: new Toastmaster with "power-action" was featured attraction at McGraw Electric exhibit. Demonstrating is S. R. Schoner



KNAPP-MONARCH: sales manager Jim Culp shows off one of his firm's electric heaters which heats an entire room.



DISCUSSION of Casco's line occupies Ed Borak of San Francisco, left, and Harry B. Davis, advertising manager for Casco.



ANECDOTE by ELECTRICAL MERCHANDISING's Anna Noone draws laugh from Universal's Stan Fisher, left, and Lee Moss.



ROBBINS & MYERS: fan division sales manager Keith Spurrier demonstrates louvers on air conditioner.



JOHN OSTER: new hair cutting set and cook book are called to visitors attention by John Oster, Jr.



WESTINGHOUSE: story by electric housewares division manager Ralph Sorenson, right, holds attention of



POLISHER DEMONSTRATION: Regina sales manager M. T. Weaver, left, and C. Jacobson prepare to show what their polishers can do.



BROILER DEMONSTRATION: Dormeyer ad manager J. J. McLaughlin and Bernice Berube straighten out firm's Broil-well display.



FAN DEMONSTRATION: Emerson's C. C. Miller and Jack Wright, right, answer questions for J. R. West, center, of Graybar, New York.

Housewares Show: Everybody's Happy

Exhibitors like the big crowds and the heavy ordering; buyers are rewarded with new lines and re-designed products; even those who can't get space on Navy Pier have good show downtown.

Big crowds, new lines, heavy ordering.

All three ingredients for a successful trade show were in plenty of evidence during the January Housewares show in Chicago.

As usual, Navy Pier exhibit space was sold out early. This year the manufacturers who couldn't get space on the Pier held their own show in the Morrison Hotel.

First day registration at Navy Pier set a record, topping 30,000. Buyers came to place orders, not merely to look around as in other years. Many manufacturers reported writing orders almost from opening time.

Good sales prospects and lowered inventories provided the right climate for heavy buying. A variety of new merchandise at the show helped it along. There was a tendency among electric housewares firms to expand their lines (Rival added a fryer and broiler-rotisseries, Dormeyer an automatic percolator, and blanket, Westinghouse a fryer, and so on). And there were improvements in design on well-established products (Toastmaster's "no-push" toaster and G.E.'s toaster with a high-toast lift for getting at small slices and muffins). As usual at a January show, fan manufacturers were on hand in force.

By January 20, industry men who had spent three weeks in Chicago covering both the home furnishings markets and the housewares shows were heading home. Behind them they left one of the most successful market periods in recent years. Ahead was what most of them expected to be one of the best years in the industry's entire history.



MIXER DEMONSTRATION: Kitchen-Aid's C. J. Townsend, right, explains grinder attachment to J. Kirby Risk and Jack High of Lafayette, Ind.



T. R. Rotterman, left, and Vale E. Freeland, also of Westinghouse.



ARVIN: new housewares sales manager R. H. Williams was on hand.



PITCH on Camfield line by R. H. Sutcliffe, right, holds attention of E. L. Winer, Al Burk, Clem Cole and Herb Panoff of Boston.



OPERATION of a "butter preserver" in Frigidaire's new refrigerators is explained to Mason Roberts, general manager, and H. T. Mattern, right, central region manager, by general sales manager H. F. Lehman.

Biggest Lines

The most extensive refrigerator and range lines in over 30 years were previewed for 300 members of Frigidaire's national wholesale appliance sales organization during a meeting in Dayton on January 21.

The national meeting was the first of a series of distributor-conducted product showings for dealers across the country. In addition to seeing the 1953 product lines, the group heard details of sales, service and advertising plans for 1953.

General sales manager H. F. Lehman emphasized that new ideas and engineering design features ordinarily found only in top-line models have been incorporated in the 1953 medium and budget-priced appliances.

This thought—that new ideas, greater conveniences and advance engineering features are being made available to all families regardless of income and size—was dramatically illustrated during the "product close" presentation when a number of Frigidaire appliances was portrayed as "bridging the gap" between appliance models. The presentation was animated with a stage turntable and motionizers of various types.

The meeting was under the supervision of appliance sales manager H. J. Miller. Principal speakers included general manager M. M. Roberts, Lehman, and L. A. Clark, assistant general sales manager.

F. H. Peters, appliance advertising manager for the firm, told the group that the company was launching the largest appliance advertising program in its history. The ad schedule calls for space in newspapers, national magazines and trade publications as well as radio and television time. The Frigidaire appliance sales story will be told to families across the nation at a rate of over 10,000 advertising messages every minute of every hour throughout the remainder of the year, Peters said.



COMEDIAN Joe E. Brown appears to be enjoying himself while watching a demonstration of a Frigidaire dryer by Verna Miller, home economics director for the firm. At right is Mason M. Roberts, general manager of Frigidaire and vice-president of General Motors. Setting is the Frigidaire display at the General Motors Motorama in New York.

TV Did It

Over 350,000 ironers will be sold during 1953 and Ironrite is going to capture a larger share of the market than ever before, Hal Biddle, general sales manager for the firm told a distributor meeting in Detroit in January.

"The progress we have made in the last three years, plus the tremendous expansion plans now under way, promise to make 1953 not only Ironrite's greatest year, but a stepping stone to even greater expansion," Biddle said. He called attention to the fact that the firm has now expanded its product line to cover a price range never before possible. The addition to the line is the Ironrite "Portaway" which is designed to put automatic ironing "within the reach of any family".

Ironrite officials attribute the firm's success in the last three years to the firm's network television program. Company officials point to the fact that sales have shown a noticeable jump in each new area which the show covers; from an original nine market area in 1949, the show has been expanded to cover 25 stations now, and the firm plans to expand this coverage "as fast as TV availabilities and our own sales planning will permit," Biddle said. Long range plans include the adding of new TV markets until the half-hour show (Hollywood Screen Test) covers over 87 percent of the B.P.I.

To supplement the TV advertising, Ironrite plans insertions in consumer and trade magazines. The company will also offer a "greatly increased program of promotions", advertising and sales promotion manager Richard W. Sierk said. The staff of trained instructors has also been expanded and eight sales promotion men added to the firm's regional sales manager organization.

Records for Arvin

Sales of Arvin electric housewares in 1952 were 28 percent ahead of 1951 figures and the company looks forward to an additional 35 percent increase in 1953, Gordon T. Ritter told members of the firm's electric housewares division during a three-day sales conference in January.

Ritter, sales director for the division, said that the increase in 1952 could be attributed to dealer and consumer response to "new and improved products" and promised more new products in the future.

He told the sales group that the firm is inaugurating a series of quarterly sales and merchandising programs. Ritter said that he hoped the quarterly programs would help smooth out seasonal peaks and valleys in the housewares business. The first program for 1953 is built around the new "Merchantmen" display designed for the company by Raymond Loewy Associates.

Arvin president Glenn W. Thompson told the group that he expects new sales records to be established in all phases of the company's business this year.

Ben Hur Opens A Surprise Package



FREEZER TEASER: Plain crates lined Ben Hur's exhibition space at the Chicago winter markets and no one got a chance to solve the mystery until . . .



DISTRIBUTORS ASSEMBLED for convention in Milwaukee. Then, beautiful models stepped out of the packing boxes to introduce the line.



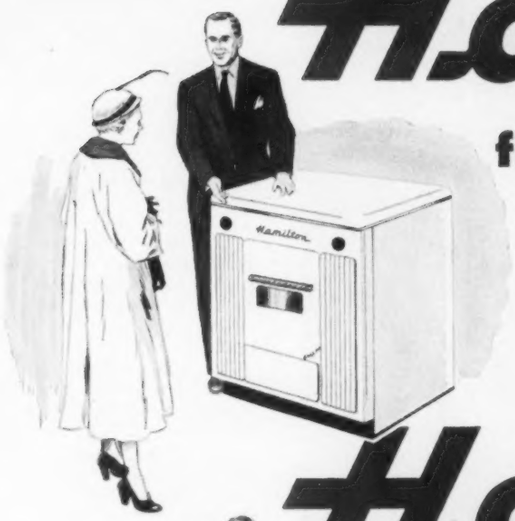
SALES MANAGER R. C. Graves knows the product story well enough but model insists that he accept package describing Ben Hur's 1953 line.

A 20 cu.ft. upright freezer, made its bow at the Ben Hur distributor convention held in Milwaukee January 9. Pricing was not announced at the meeting; manufacture began last month.

Last year's prices will be continued on the firm's four other freezers—9, 13.2, 16.8 and 20 cu.ft. chest types. Two-tone blue colors keynote the 1953 models.

Some 135 distributors and factory men heard that Ben Hur will continue its food promotion plan this year. Essence lies in lining up local financing

Hamilton



first automatic clothes dryer!

15 years ago Hamilton originated automatic clothes drying. Hamilton *was* first—Hamilton *is* first! With far more than a million dryers in use today, 1 out of 3 was made by Hamilton. Hamilton is the name women know, trust and buy. The *first* automatic clothes dryer has *stayed first!*

Hamilton



fastest selling line of dryers!

Only Hamilton gives you a complete line of dryers with so many exclusive features! The original Sun-E-Day Lamp for sunshine freshness! Extra gentle Carrier-Current Air Circulation! And now, wonderful new Fabri-Dial Temperature Control—an absolutely unique temperature selector, offered only by Hamilton!

Hamilton



finest clothes dryer for you!

It's easier to sell the leader . . . and Hamilton leads! Leads in years of manufacturing, in total dryers made! Leads in specialized clothes dryer research! Leads in exclusive clothes dryer national advertising and dealer aids. Join the leader now—join Hamilton and sell the *first* . . . the *fastest* . . . the *finest* automatic clothes dryer!

Hamilton

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS MAGAZINE ADVERTISED THEREIN

REPLACEMENT OR A REFUND OF MONEY IF NOT AS ADVERTISED THEREIN ★ Guaranteed by Good Housekeeping

THE ORIGINAL

Automatic **CLOTHES DRYER**

GAS AND ELECTRIC MODELS

HOME APPLIANCE DIVISION • HAMILTON MANUFACTURING COMPANY • TWO RIVERS, WISCONSIN

MERCHANDISE YOUR IDEAS FOR EXTRA PROFITS

WIN PRIZES FOR YOUR IDEAS

Selling more TV sets and accessories helps you — helps us. Let's exchange our proven ideas for extra profits. If we print them, we'll send you your choice of a case of 12 Radion antennas or 24 lightning arresters. In case of duplication, first letter received wins. Send your idea now for this month's contest.

Tailor-made for Plus Sales

The 20 million TV sets now in operation will require a possible 65 million service calls this year... and every set with an outside antenna can mean a sale! Just carry a Radion arrester with you. Show it to the customer. He'll buy fire insurance; why wouldn't he buy lightning insurance, especially since it's only a dollar.

All Hardware Included

It's a matter of minutes to install a Radion arrester on an outdoor antenna installation. You don't even have to carry any extra parts. Both a pipe-mounting strap and wood-mounting screws are right in the package!

Keeps Inventory at a Minimum

You know your business operates best on low inventory. Keep it low, and profits high with the *one* arrester that fits most installations . . . Radion!

Sells Over the Counter

Don't neglect those easy counter sales. Radion's display package helps sell arresters for you, takes up very little room. The appeal is there for your customer to see . . . "Protect Your Home!"

Sales . . . 2¢ each!

Try a post card mailing to your old customers. In many areas people are not aware that lightning arresters exist. Tell 'em and you'll sell 'em!

The Indoor Antenna Leader

The Radion Lightning Arrester is a product of Radion, makers of the "Metropolitan", the original and still best-selling indoor TV antenna. There are many imitations but none excels Radion performance and quality construction. Watch Radion for sensational news of new products for 1953!

SEND THIS HANDY COUPON TODAY

The Radion Corp., 1130 W. Wisconsin Ave.
Dept. EM-3, Chicago 14, Ill.

Please send me free Radion profit plan folder.....
"Ideas" entry enclosed.....
Name .....
Firm .....
Address .....
City, State.....



CALL RADION OR YOUR NEAREST REPRESENTATIVE:

Leon Adelman Co.
25 Chittenden Ave.
New York, N. Y.

George E. Anderson Co.
1901 Griffin St.
Dallas, Texas

Allan B. Carpenter Co.
802 12th St.
Denver 4, Colorado

Robert J. Chaffer
235 N. Buffalo St.
Portland, Oregon

The Harry W. Densham Co.
250 S. 17th St.
Philadelphia, Pa.

Lawrence Elliott Co.
20011 Fairmont Blvd.
Shaker Hts., Ohio

Maury Farber Co.
1200 Hertel Ave.
Buffalo, N. Y.

Floyd Fausett & Son
777 Pinehurst Ter. S.W.
Atlanta, Ga.

Earl Goetze & Co.
2205 Grand Ave.
Kansas City, Mo.

Allan A. T. Armstrong
50 St. Clair Ave.
Toronto, Ontario, Canada

Edward Hoffman
1841 Sheffer St.
St. Paul, Minn.

Eugene Loeb
5052 N. Shoreland Ave.
Milwaukee, Wisc.

Export Sales Division
Scheel International, Inc.
4237 N. Lincoln Ave.
Chicago, Ill.

Hy Mates
5510 Hobart St.
Pittsburgh, Pa.

Paul Prietsch
Western Merchandise Mart
San Francisco, Calif.

Michael Scott & Co.
90 Edmunds Rd.
Wellesley Hills, Mass.

Byron McDonald
5707 Condon Ave.
Los Angeles, Calif.

James Guttridge
1010 Vermont Ave.
Washington, D. C.

Memac Sales Co.
9 S. Clinton St.
Chicago, Ill.

and reputable operation, R. C. Graves, sales manager, said. Most freezers are sold by those employing a food plan, Graves declared.

Slides showing how a freezer service man should work, and the most extensive advertising campaign in company history were presented.

New Models, New Plans

Coincident with the introduction of its new toaster, the Toastmaster Products division of McGraw Electric Co. has revealed plans for a record advertising campaign and a policy of vigorous enforcement of Fair Trade prices.

The new toaster features "power-action"—an electric motor that automatically lowers bread, starts it toasting and serves it up. W. E. O'Brien, general sales manager of the division said that "never in my 19 years with the company have I seen such enthusiasm over one of our new products." O'Brien reported that orders booked on the first day of the Housewares Show totalled over one million dollars (on all McGraw Electric products).

Newest aspect of the firm's Fair Trade policy is the use of a new label on each shipping carton. The label will state the company's stand regarding Fair Trade enforcement and is designed to rule out the possibility of a dealer claiming that he is unaware of the policy.

The largest ad campaign in Toastmaster history has been scheduled in a group of national magazines.

In addition to the toaster, McGraw introduced four other new products during the Housewares show. They included a new roaster by the Tropic-Aire-Everhot division and a knife sharpener, vibrator and 12-inch oscillating fan in the Manning-Bowman division. Complete advertising and merchandising programs for these product divisions have also been announced.

Western Meeting

More than 25 distributors from 24 western states assembled in Phoenix in January for the annual sales meeting of A. C. Weber & Co., western distributors of Pfaff sewing machines.

Highlight of the meeting was a description of a million dollar advertising, public relations and sales promotion campaign which will include sponsorship of a portion of the "Queen for a Day" radio program and a cooperative advertising campaign.

Good Business

"Business in 1953 can be as good as we make it", T. A. Crawford, general manager of the Timken Silent Automatic Division told a meeting of regional and district sales managers in January.

Crawford told the group that 40 percent of consumer expenditures are for optional goods and services and that "our job is to make people want to buy—now."

America's Finest





ROP

Guaranteed by Good Housekeeping

Here's the freezer of *your* future
. . . the new 1953 BEN-HUR, a modern gleaming white beauty with new "Ice Blue" interior, and gay Ben-Hur Blue color trim. Take your choice of *five* food-saving, money-saving models — 9, 13.2, 16.8 and 20 cubic foot chest-type designs, or the space-saving new Ben-Hur Upright "20." They're all "Record Of Performance" tested. Ben-Hur Mfg. Co., Milwaukee 12, Wisconsin.

BEN-HUR FREEZERS

MILWAUKEE



© B-HMC

AS ADVERTISED IN MARCH, 1953

GOOD HOUSEKEEPING *

McCall's

Better Homes and Gardens

Sunset

HOUSEHOLD

magazines!

88% OF ALL FREEZERS SOLD ARE IN BEN-HUR'S *FIVE* NEW 1953 SIZES!

Every 1953 BEN-HUR Freezer Model means a profitable sale for you! There are no "slow movers" to clutter up inventory or require cut-price sales. You can satisfy every size family — farmer, city dweller or suburban — for BEN-HUR provides food-holding capacities from 450 pounds up to 1000 pounds. And every one is a triumph of engineering efficiency, proved by exclusive R.O.P. "Record Of Performance" testing. No other freezer gives you this advantage.

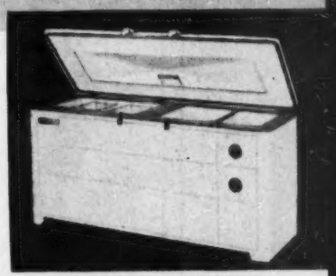
The Easiest-Selling . . . Fastest-Selling Freezer Line

More powerful NATIONAL ADVERTISING to *millions* . . . A great new Dealer Merchandising Aid Program (the most complete ever!) . . . Sales Training Aids . . . Food Plan Program . . . and many other 1953 BEN-HUR "Exclusives" make the 1953 BEN-HUR FREEZER LINE a volume leader for dealers! Ask your Ben-Hur Distributor to prove why this is so! Get the whole Dealer Franchise Story.

BEN-HUR

America's Finest

FREEZERS



20 Cubic Foot Model 2053



16.8 Cubic Foot Model 1753



13.2 Cubic Foot Model 1353



9 Cubic Foot Model 953



20 Cubic Foot UPRIGHT Model U-5320

BEN-HUR MFG. CO.

Dept. EM, 634 E. Keefe Ave., Milwaukee 12, Wis.



WHO

Our middle-aged broker reads the stock quotations in his financial journal but the small fry is interested in the latest comic books . . . which goes to prove the obvious fact that all reading has a purpose.

Distinctive interests determine different audiences. Your appliance-radio-TV advertising can be more effective if you use this interest pattern. Just examine the editorial content of appliance-radio-TV publications to select your audience . . . You'll see big differences.

Now more than ever before you need to reach America's leading dealers and distributors with your message. You certainly need

SERVING THE

READS WHAT?

. . . what makes them read it . . . what it means to you

them to get your share of the market this year. These men are sales-minded. They want sales ideas. They read ELECTRICAL MERCHANDISING because it's loaded with promotions which help them sell profitably.

If you ask "Do these men really read ELECTRICAL MERCHANDISING because it helps them sell?" we'll leave it to you. Dealer subscribers rank ELECTRICAL MERCHANDISING'S "how-to-sell" usefulness in their Number One Spot . . . and the same is true for distributor executives . . . a key group to reach in a rapidly changing market.

ELECTRICAL MERCHANDISING serves the complete merchandising interests of the men who sell major appliances, electric housewares and radio-TV sets. It is the only publication that does it . . . and does it without making the reader wade through information about other products and services. If you want servicemen you may get a few . . . but they don't read it for technical information . . . there just isn't any. One thing you can be sure of is that in ELECTRICAL MERCHANDISING you have a sure way to reach only those people you want to reach and NO OTHERS.

But there are still other important reasons why your advertising pays off in ELECTRICAL MERCHANDISING . . . More dealers and distributors buy it than any other publication in the field . . . and on the average these men read less than three publications. But whatever else they may read . . .

> 8 out of 10 ELECTRICAL MERCHANDISING subscribers read the ads regularly and 9 out of 10 find the ads helpful.

As far as these men are concerned your advertising is an extension of our editorial.

Get a bigger share of tomorrow's market. Advertise now in ELECTRICAL MERCHANDISING to reach more of the men who can help you improve your distribution and cut sales costs. Do your best selling job by reaching them regularly in ELECTRICAL MERCHANDISING . . . their Best Seller.

APPLIANCE-RADIO-TV INDUSTRY

ELECTRICAL MERCHANDISING

330 WEST 42ND STREET, NEW YORK 36, NEW YORK

QUALITY
UNDER
STRICT CONTROL



Crestwood
TAPE RECORDER

List Price
$199.50

Quality under strict control —that's why Crestwood Tape Recorder is able to offer such high fidelity realism at such a moderate list price. For further information, write us.

Crestwood Recorder Division
POUGHKEEPSIE, N. Y.

Introduce New Shaver



A SELF-CONTAINED battery electric shaver which operates on the power of three ordinary flashlight batteries was introduced to sales representative of North American Phillips in Chicago in January. On hand for the meeting were, left to right, P. C. Weinseimer, Jr., assistant vice-president and shaver sales manager; P. van den Berg, president; and H. E. Fry, advertising and publicity manager.

Unveil Appliances

Admiral distributors assembled in Chicago in late January to get their first look at the lines with which the company hopes to become a major factor in the appliance picture.

A re-designed range line and completely new freezers, air conditioners and moisture conditioners were shown the distributors. In addition, the firm took the wraps off a "new, super dynaray" 21-inch TV tube which, according to Admiral spokesmen, gives more viewing area "than any comparable size tube on the market." The new tube is being used in two table models, two consoles and one combination.

The new freezer lines include seven units, ranging in size from 11 to 27 cubic feet. There are three upright (11, 19 and 27 cubic feet) and four chest types.

The firm's room air conditioner was presented as "the most compact ever made". Included in the line are ¼, ½, ¾ and 1 ton sizes. The unit extends only three inches into the room and draperies or blinds may be pulled over the unit when it is not in use.

Featured on the range line were an adjustable broiler rack and a new control panel.

Admiral also introduced a "two way" moisture conditioner unit which humidifies in the winter and dehumidifies in the summer, the only unit on the market, according to Admiral executives, which tackles both of these problems.

CBS Sell-out

A complete sell-out of all allocations was reported by officials of CBS-Columbia, Inc., as the result of a recent distributor meeting in Chicago.

Roland D. Payne, sales manager for the firm, said that "upwards of eight million dollars in business" was written during the meeting.

Revco Holds Convention



FOR SECOND YEAR in row, California Distributing Co. won award sponsored by Revco, Inc., for achievement in the merchandising of food freezers in 1952. Presentation of plaque was made during firm's distributor convention in Chicago in January. From left to right are Emmett Garrison, Fred Rhoy, president of California Distributing, Revco president Gregg F. Forsthoefel and Lem Branson of California Distributing.

Emerson-Electric Fan Distributors are located in these 184 Cities: Aberdeen • Abilene • Akron • Albany, Ga. & New York • Albuquerque • Allentown • Amarillo • Asheville Atlanta • Augusta • Baltimore • Baton Rouge • Battle Creek • Bay City • Beaumont • Binghamton • Birmingham • Bloomsburg Boise • Boonton • Boston • Bristol • Brooklyn • Brunswick • Buffalo • Butte • Cairo • Cambridge • Canton • Cedar Rapids • Charleston, S. C. & W. Va. • Charlotte Chattanooga • Chicago • Cincinnati • Cleveland • Colorado Springs • Columbia • Columbus • Corpus Christi • Dallas Davenport • Dayton • Decatur • Denver • Des Moines • Detroit • Duluth • Durham • Easton • Elizabeth • Elmira • El Paso • Erie • Eugene • Evansville • Florence • Fresno Ft. Lauderdale • Ft. Smith • Ft. Wayne • Ft. Worth • Grand Rapids • Greensboro • Greenville • Hagerstown • Hammond • Harrisburg Hartford • Highland Park • Holyoke • Houston • Huntington • Indianapolis • Jackson • Jacksonville • Jersey City • Joplin • Kalamazoo • Kansas City • Kingsport • Knoxville La Crosse • Lancaster, Ohio & Pa. • Lansing • Lawrence • Lima • Lincoln • Little Rock • Long Beach • Longview • Los Angeles Louisville • Lowell • Lubbock • Madison • Mansfield • Memphis • Miami • Milwaukee • Minneapolis • Missoula • Mobile • Montgomery • Morristown • Mt. Vernon Nashville • Newburgh • Newark • New Britain • New Brunswick • New Haven • New Orleans • New York • Norfolk • Oakland Oklahoma City • Omaha • Orlando • Paris • Parkersburg • Passaic • Paterson • Peoria • Perth Amboy • Philadelphia • Phillipsburg • Phoenix • Pittsburgh • Pittsfield Plainfield • Portland • Providence • Quincy • Richmond, Ind. & Va. • Roanoke • Rochester • Rockford • Sacramento Salt Lake City • San Antonio • San Diego • San Francisco • Savannah • Scranton • Seattle • Shreveport • Sioux City • Sioux Falls • South Bend • Spartanburg Spokane • Springfield, Ill. & Mo. • St. Paul • St. Petersburg • St. Joseph • St. Louis • Sterling • Stockton • Syracuse Tacoma • Tampa • Terre Haute • Texarkana • Toledo • Tucson • Tulsa • Ventura • Waco • Washington • Waycross • West Palm Beach • Wheeling • Wichita Wichita Falls • Winston-Salem • York • Youngstown • Zanesville • ***If you do not know his name write us today.***



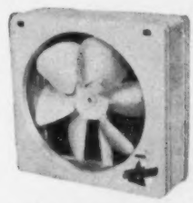
16" and 20" two-speed Window Fans

Reversible, now more compact in depth (only 7½"). Improved mounting panels for easy installation. New baked silver gray enamel finish. Non-reversible models also available. Five-Year Guarantee.



Emerson Junior 10" and 12" Oscillators

New modern-design base, and ornamental guard. Available in baked metalescent bronze and surf green enamel finishes. One-Year Guarantee.



24" and 30" two-speed Window Fans

Reversible. Belt-drive, quiet operating. Deliver 5,000 and 6,700 c.f.m. respectively. Baked silver gray enamel finish. These sizes also in non-reversible models. Five-Year Guarantee.

it's EMERSON ELECTRIC *again in '53... the profit line with sales appeal!*

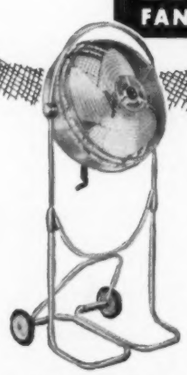
Always the most saleable fans in America, Emerson-Electric's 1953 models include 9 new numbers that are sure to attract attention.

Inventories are low . . . now is the time to simplify your fan stocking problem. Feature Emerson-Electric Fans—the one complete line of fans with models for home, commercial and industrial use.

Be ready for a brisk fan business this summer. Phone your nearest Emerson-Electric Distributor today, or write for catalog No. D-303.

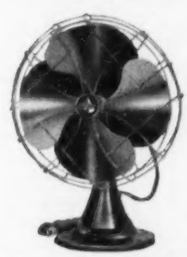
THE EMERSON ELECTRIC MFG. CO., St. Louis 21, Mo

EMERSON EMERSON ELECTRIC **ELECTRIC**
FANS • MOTORS APPLIANCES



18" Roll-about

Combines best features of portable and stationary air circulators. Fan tilts through 180° arc. Three wide blades. Silver gray enamel finish. Five-Year Guarantee.



12" and 16" Oscillators

With ornamental or spiral safety guards. Famous hollow-bearing shaft fans with overlapping blades. Five-Year Guarantee.



. . . all backed by aggressive advertising and sales promotion! National magazine ads, eye-catching point-of-sale displays, folders and newspaper mat ads will help make it Emerson-Electric in '53.

WHY MORE AND MORE CUSTOMERS ARE ASKING FOR G-E *Textolite** PLASTICS SURFACING!



Here's an example of why so many customers these days want G-E Textolite plastics surfacing for beauty and extreme durability.

* Reg. U. S. Pat. Off.

You'll find it easier to sell individual kitchen products and complete kitchens when you display and feature G-E Textolite plastics surfacing. For one thing, you have so many practical *new* selling points:



NEW PATTERNS!

There's a wide range of handsome new patterns and decorator colors to select from, including G.E.'s *exclusive* new Cross Current and Ming.



NEW USES!

Housewives want G-E Textolite plastics tops in their kitchens because they've seen how practical they are for dinettes, furniture and other uses.



NEW IMPROVEMENTS!

Here's the amazing new G-E Textolite MONOTOP plastics surfacing — a counter top, backsplash, and no-drip lip *molded in one piece.*

In addition, don't forget the other big selling points already familiar to you:

DURABILITY! Resistance to heat, scratches, and ordinary household chemicals.

PRACTICALITY! Cleans easily and quickly with the swish of a damp cloth.

BEAUTY! Distinctive patterns and colors to match almost *any* interior.

You can put your confidence in—

GENERAL ELECTRIC

Write in Today for information on how you can build your sales by featuring distinctive G-E Textolite plastics surfacing.

General Electric Company
Chemical Division
Section 323-1A
Pittsfield, Massachusetts

I am interested in:

( ) FREE booklet describing G-E Textolite plastics surfacing.

( ) Handling G-E Textolite plastics surfacing. Please have representative call.

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

ASSOCIATIONS

Study Name Change

Expansion and reorganization of the Radio-Television Mfrs. Assn. to provide greater recognition for manufacturers in the advanced electronics field was "accepted in principle" last month during the group's three-day industry conference in New York.

A report on a possible reorganization by a special two-man subcommittee was submitted to the RTMA organization committee for study and definite recommendations. The subcommittee recommended that (1) RTMA changes its name to the Electronics Mfrs. Assn., or some similar name; (2) a division for manufacturers of advanced electronic products be established; and (3) that the engineering department be expanded.

During the three day meeting, Dr. W. R. G. Baker, chairman of the RTMA Television committee and the National Television System Committee reported that NTSC is preparing to finalize its proposed standards for a compatible system of color television. He said several months will be required to complete field tests of the proposed system.

Brand Name Dealers

Twenty appliance dealers from all parts of the country have been nominated as finalists in the annual Brand Name Retailer-of-the-Year competition. The winner and four dealers earning "certificates of distinction" will be announced in March and honored at the annual Brand Names Day dinner on April 15.

Appliance dealers nominated as finalists include: Bailey-Wagner, Inc., Springfield, Mass.; A. J. Collins, South Norwalk, Conn.; Mort Farr, Upper Darby, Pa.; Felder-Bell, Inc., West Palm Beach, Fla.; Fenske's, Detroit; Frankel's Appliances, Inc., Huntington, W. Va.; Garthe Refrigeration & Appliances, Inc., Traverse City, Mich.; Gerhard's, Glenside, Pa.; Gordon & Silva, San Jose, Calif.; Gordon L. Hayes, Troy, N. Y.; Green Radio Sales, Kalamazoo; Raymond W. Hackett Appliances, Hudson, N. H.; Keller Electric Co., New Kensington, Pa.; O. B. Lank & Sons, Harrisburg, Pa.; The Light Co., South Bend; Palmer's, Flint; Pinski Bros., Great Falls, Mont.; Samsons, Milwaukee, Wisc.; Straw Bros., Santa Ana, Calif.; Whitney's, Dansville, N. Y.

IEA Meets in Ogden

The annual meeting of the Intermountain Electrical Assn. was held on January 21 in the Hotel Ben Lomond, Ogden, Utah.

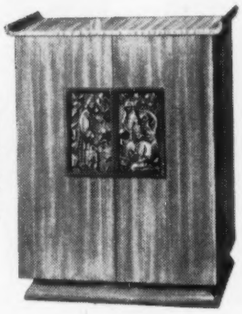
The conference was under the general chairmanship of Norwood F. Crawford and included sessions in the morning, afternoon and evening. Chairmen of these sessions were Helen O. Smith, W. O. Cluff and Collin W. Lowder. Speaker at the banquet was M. D. Schuster, general sales manager, Hoffman Radio Corp.

More for you 3 ways with new 1953

PANORAMIC VISION* by STROMBERG-CARLSON



Classic 521-C5M
21-inch console in distinctive Chinese classic style, African ribbon striped mahogany veneers.



Classic 521-C50
21-inch console in comb-grain white oak, appropriate for a modern setting.



Yorkshire 521-CDM
21-inch console in Chippendale styling. Honduras mahogany veneer, curved doors.



Invader II—521-CM
compact 21-inch open console, in cabinet of mahogany finish Perma-veneer.



Panavue 521T
21-inch table model in compact cabinet of Honduras mahogany veneer.



Panavue 521TO
21-inch table model in popular modern styling, comb-grain white oak cabinet.

1. ***Longer discounts*** with profits further assured by selective, dealer-protective distribution policy.
2. ***One-line-a-year***—a simplified line that holds down your investment, yet gives you the right model for every locality, taste and budget.
3. ***Exclusive selling feature***—Panoramic Vision for more picture visibility, wider viewing angle than any other 21" TV.

And don't overlook the fact that the *outstanding performance* of every Stromberg-Carlson 521 model you sell is your best "lead" to another. Stromberg-Carlson owners love to talk about that performance!

*Patent applied for



Classic 521-C5D—*21-inch console, hand-decorated with symbolic Chinese story design on background of ivory, red or ebony lacquer.*

"There is nothing finer than a STROMBERG-CARLSON"

STROMBERG-CARLSON COMPANY, ROCHESTER 3, N. Y.



THREE OF THE BEST KNOWN appliance dealers in the country have lunch with a real industry veteran—A. M. (Mike) Sweeney, formerly of G-E, during NARDA winter meeting in Chicago. From left to right are P. S. Urner of Bakersfield, Cal., Sweeney, Mort Farr of Upper Darby, Pa., and Harry Price, Jr., of Norfolk.



ADVICE on educational television was offered NARDA members by Emerson president Ben Abrams.



A DISTRIBUTOR talks to dealers: William M. Shipley of Mainline, Cleveland, addresses the NARDA winter meeting in Chicago.

Working Out Their Problems

Dealers attending NARDA's winter meeting in Chicago once again impress convention visitors with the businesslike way in which they tackle industry problems

THE seriousness with which NARDA members tackle industry problems during their twice-a-year meetings in Chicago has come to be one of the identifying characteristics of the organization. The winter meeting of the group in Chicago during the January Markets was no exception. In two business-packed days, retailers from every part of the country conferred with manufacturers, distributors and bankers and thrashed out problems ranging from financing to UHF television and from sales promotion gimmicks to food plan selling. Here's a quick rundown of what was said during the meeting:

Paul Welch, Atlanta banker: Answering the $64 question, "How much business do I dare do on my capital?" Welch said that a dealer can safely do five times the amount of his liquid capital.

"Few dealers have investments in fixed assets," he said, "and therefore nearly everything can be considered liquid. However, there are plenty of dealers who do a volume of 7 to 8 times their capital and get by. What I say is a measuring stick."

Run of mine dealers do about 65 per cent of their business on time, and the balance on a cash basis. With 800 dealers doing business with his bank, Welch said a stock turnover occurred once every 83 days in 1952, and once every 62 days in 1951 (on a floor planning basis). Welch told of his bank's add-on plan which enabled salesmen to close a sale at the point of contact without exact figures. It is a left handed way of selling on no down payment, he said. His bank charges a minimum of $7.50 on a transaction, gets $6 per $100 in town, $8 on fringe business. On hold back funds belonging to the dealer, Welch could suggest no way for dealers to withdraw them without paying income tax.

On food freezers, Welch thought 10 percent down and 24 months to pay was good business. On food plans, the food should be paid for in six months, even though sold on one contract. Dealers endorse these contracts.

Harry B. Price, Jr.: The "dealer's dealer" of Norfolk, Va., brought on the usual uproar of questioning by his blow-by-blow description of a selling contest between his store and Joske's, San Antonio. Dealers use incentives too infrequently, he said, and planning is an essential ingredient of selling.

"Our first year's volume was $66,000 in 1932, and it took 19 years to reach $1,000,000," said Price.

"There is no way to legislate good sense into your competition, and there will never be a cure for the jerk who gives his profit away. Incentives are what keep us in business. Our firm is never without a contest."

Price's, which did a 33⅓ percent increase in 1952 over 1951, looks forward to a $5-million volume in 1953.

To illustrate how his firm romanced sales drives, Price described the gas range contest held with Joske's. There were no specials, standard lines carried were featured and trips to the Sugar Bowl football games were prizes. There were 37 working days in the contest, and the man who sold 37 ranges was "in." Service men who turned in the names of five prospects who were sold were given a chance on a trip from a drawing of names. There was a substantial trade-in allowance ($40 or a deep fat fryer, and prospects took the $40). Last day of contest saw extra money up. Price sold 1,012 ranges in contest at 32.36 percent margin after trades, with an average of $92 per range net sale price. Some $1,991 was given the Price firm by the manufacturer for promotion. The firm had its biggest month in December, $401,000 on all merchandise as result of the commotion stirred up by contest. Some 95 percent of trade-ins were dumped. Number of reverts is yet to be discovered.

Price said he felt that factory contests were too remote. Salesmen want to know if they are being treated



TWO TEXANS have lunch together. At left is new NARDA vice-president Vergal Bourland; at right is Gene Crow of Grand Prairie.



SOUTH BEND dealer H. N. Light was on hand for NARDA sessions in the Conrad Hilton in Chicago with Mrs. Light.



NEW NARDA PRESIDENT Wallace Johnston, left, of Memphis is shown as he pauses for a brief visit with George Bates, also of Memphis.



ANSWERING QUESTIONS from floor after his speech on "gimmicks" is Robert Justis, left, of Newport, Del. Center is Gordon Wisniewski of Milwaukee.



MIDWESTERN DEALERS Frank Kaiser of New Athens, Ill., Cliff Dunn of Curtis, Ohio, and Henry Torrence of Toledo share the same table.



QUESTION FOR THE EX-PRESIDENT is posed by Leonard Niederriter of Erie, Pa. Answering is Mort Farr, retiring NARDA president.



It's a Fact!

on new ranges and for replacement

CHROMALOX Supreme

"2-Units-in-1" **Range Units**

Do Sell Better-Faster!



UNIFORM OVERALL HEAT

—plus—

OUTER COIL HEAT	INNER HOT SPOT
Outer band of heat goes evenly into large frying pans and utensils for economical cooking!	The "extra" inner unit saves up to 45% of the electricity used in percolators and small pans!





Whether you're selling new ranges or servicing old ones, Chromalox Supreme Range Units give you not *one* but many "hooks" on which to hang your sales story. In addition to the "2-Units-in-1" design of every Supreme Unit, you'll find Chromalox gives you these extra selling points: 1—Lower operating costs, 2—Longer unit life, 3—Cooler Kitchens, 4—Easiest cleaning. And best of all for you: Chromalox Replacement Range Units fit all electric ranges regardless of make, model or age.



A Handy Booklet to help Your Service Department

Bulletin RU-149 shows exactly the Chromalox Unit and Adaptor Rings to fit *all* ranges.



A Profitable Booklet for Your Range Salesmen

"The Switch is On" is chockful of valuable tips on how to sell *more* electric ranges.

Write Today for Your Free Copies

EDWIN L. WIEGAND COMPANY • 7525 THOMAS BLVD., PITTSBURGH 7, PA.

CHROMALOX

"Electric Cooking at its Best"

RC 61

fairly, he concluded.

Elrod and Silber: A suggestion that dishwasher installations be concentrated so that one plumbing firm can get a lot of work and quote a fair price was the nub of the dishwasher session, addressed by Thoben F. Elrod, western sales manager, Crosley, and Stanley Silber, vice president of sales, James Mfg. Co. Best way to sell dishwashers is by having a demonstrator in the store or in the home, as from 50 to 75 percent of prospects have never seen them, suggested Elrod.

William M. Shipley: Get into outside selling and stay open nights, advised William M. Shipley, president, Main Line, Cleveland, in his talk on what's wrong with dealer operations. The low level of dealer selling, he said, was revealed recently by an RCA-Victor survey made by Amos Parrish. Of 500 stores shopped for TV, 42 percent of the salesmen didn't turn the set on, 11 percent who did had a lousy picture. On price, 12 percent said, "Why do you want to bother with time payments?" And 82 percent said, "Why don't you send your husband in, we'll be glad to show it to him?"

Laundry Men: John M. Wicht, Blackstone Corp., John Christensen, Hamilton Mfg. Co., and M. A. Toussaint, Conlon-Moore Corp., presided over a panel which discussed laundry problems.

No dealer can run a nine to five business and expect his salesmen to capture the market on their own time, Wicht said. Walk-in business is a small part of the dealer's take. Only by beating the bushes around the clock can the dealer get the profitable plus volume.

Service is the avenue to repeat sales, he declared, and without it, the second or third appliance is never sold.

John Christensen said that 75 percent of all dryer owners first saw one in action in a friend's home. Every user should be good for at least five new sales. Suggestion: In bad weather call customers and offer to pick up a load and dry it free in the store.

Dealer Panel: A symposium on "How I Can Be Sold," consisting of Joe Fleischaker, Will Sales Appliance Stores, Louisville; Stanley Blount, Houston; Albert Labiche, New Orleans; and George Bates, Home Equipment, Memphis, let go both barrels at distributor salesmen. Distributors run ads before the merchandise is on dealer floors, fail to properly distribute their merchandise, fail to follow through, and waste dealer time at their meetings.

Ben Sanderson: It came as a surprise to NARDA members to hear Ben G. Sanderson, general sales manager for Deepfreeze, fail to pat food plan selling on the back. He guessed that 1,500,000 freezers would be manufactured and sold in 1953. Things the dealer has to do to sell freezers are as follows, he said:

1. He must have a freezer on display on his floor. Freezers are bulky items and two or three models on display are enough to sell eight models in a line.

2. You need food in the freezers and since they are made to keep it, it never gets stale. A customer has been known to ask in looking over a big empty freezer, "What in the world am I going to keep in that?" A display of pastry, fish, ice cream, meat, popsicles and leftovers are needed in the freezers you present. For example, a freezer should have several different kinds of breads. Women can see that a variety of bread gives them something they can't enjoy without the freezer because it dries out. Few women know that you can freeze pastry, take care of leftovers. Few women know that you can bake from two to half a dozen cakes with normal work of one. This avoids a big job of cleaning up. You bake three or four with one clean-up and freeze them.

"One dealer takes a cake, slices it up, wraps up each piece. For the prospective customer he takes out a frozen slice of cake, lays it down, talks ten minutes, then hands it on a plate to his prospective customer to eat along with a coke. He thus gets a chance to make a complete presentation.

"Another dealer stores black frozen cherries in the freezer. When a woman comes in with a youngster he hands one of the frozen cherries to the kid and asks him to hold it in his mouth. It takes five minutes for the cherry to thaw out and the youngster stands there hypnotized. Meanwhile he presents his story. It's worthwhile to invest a dime and the chance to present his sales story.

Sanderson spoke of frozen food dinners being put on as in the pots-and-pans days by the Club Aluminum people. It is effective.

He told dealers that they didn't want to get in the frozen food business. The fast operators who jumped in last year, however, did teach the industry how to sell. "I don't think the food plan is how to sell freezers," Sanderson added.

On the other hand, he pointed out, a packaging line will bring repeat orders into the store from owners and users. A mail order chain does $2½ million worth of packaging material each year and they have found it a good way to use the user.

Women want a small freezer in the kitchen, Sanderson said, and a larger one somewhere else. Salesmen should have a freezer in their own homes as a means of learning what it will do.

Ben Abrams: That 243 stations have been allocated for non-commercial uses was pointed out by Ben Abrams, president of Emerson Radios

Scheduled Meetings

ELECTRICAL INDUSTRY CONVENTION
North Central Electrical Industries
Nicollet Hotel, Minneapolis
March 8-11

NAT'L ELECTRICAL MFRS. ASSN.
Edgewater Beach Hotel, Chicago
March 9-12

EDISON ELECTRIC INSTITUTE
19th Annual Sales Conference
Edgewater Beach Hotel, Chicago
March 30-April 2

REVCO FREEZER NEWS

CHILL CHEST LINE

MODELS "8" • "15" • "23" and REVCO UPRIGHTS "11" and "17"



CONDENSATION ON OUTSIDE WALLS ELIMINATED



ALUMINUM TUBING BONDED TO REINFORCED ALUMINUM TANK

OFFERING NOW



NEW DUAL-LIGHT SINGLE LENS SIGNAL SYSTEM



NEW TECUMSEH HERMETIC COMPRESSOR, NO FAN NOISE

THE MOST ADVANCED ENGINEERING FEATURES

Revco engineered . . . the moisture-free cabinet wall construction, in the Chill Chest Line of 8, 15, and 23 Cu. Ft. Revco Freezers, eliminates moisture condensation on outside walls in humid weather. Provides more efficient heat dissipation thru outer shell than in other types of freezer construction. No condenser cleaning is required.

Aluminum tubing bonded directly to reinforced aluminum food compartment tank assures even, uniform low-temperatures throughout the interior for FASTER FREEZING and safe storage of foods at home.

The handsome, modern grille keynotes an innovation in its positive, automatic Dual-light single lens signal system. The adjustable Temperature Control with complete freezing range to 20° below zero is in a tamper proof location behind the easily removed grille.

The new, revolutionary hermetic compressor by Tecumseh, is engineered for added efficiency, quiet operation—no fan noise—and being combined with Revco's new static type condenser system provides for extremely low cost operation.

Join the fast growing family of Revco Freezer Dealers . . . Wire, Phone or Write for the name of nearest Distributor. You know you sell the Very Best, when it's a freezer built by Revco.

REVCO FREEZERS

REVCO INC., Deerfield, Mich.



You've gotta know your stuff

It's always important to "know your stuff." You'll step up your appliance sales if you can give your customer the information he wants — confidently and interestingly.

For example, not everyone knows about the Porcelain Enamel finish on the products you sell — so have your story ready. Here are four of the most commonly-asked questions — and the correct answers:

Q. *Is Porcelain Enamel a baked-on paint finish?*

A. No. It is made of rock-like minerals and is permanently bonded to the base metal at high temperature (1550 F). At this point the molten Porcelain Enamel actually fuses on the red-hot special enameling iron.

Q. *Is Porcelain Enamel heat-proof?*

A. Since it won't melt under 1000 F, Porcelain Enamel will withstand any temperature it is likely to encounter in home service. It will not burn and such things as forgotten cigarettes can't harm its hard glossy surface.

A. *Are special precautions required for cleaning?*

Q. No. Porcelain Enamel is not rubbed away by non-abrasive kitchen cleansers used to remove grease or stains. It is one of the easiest of all surfaces to keep clean. There are no tiny pores to collect dirt or moisture.

Q. *Will it stain or discolor?*

A. Most Porcelain Enamel today is acid resisting, and is not affected by fruit juices, alcohol, or common chemicals that often stain or destroy other types of finishes.

Remember these selling points for Porcelain Enamel on Armco Enameling Iron. Your customers will have greater confidence when they know that parts of the new appliances or housewares they buy are made of this "World's Standard Enameling Iron"—nationally advertised for 38 years.

ARMCO STEEL CORPORATION

1693 CURTIS STREET, MIDDLETOWN, OHIO

EXPORT: THE ARMCO INTERNATIONAL CORPORATION

and Phonograph Corp. He told NARDA dealers that among the growth possibilities of television is the fact that it can do a great public service as an educational medium. One of the places where non-commercial television will help the whole industry is its potential appearance in schoolrooms. Families who have an aversion to home TV will have their objections broken down in this move. The Emerson company has set up $100,000 to be given the first ten educational TV stations to go on the air.

Abrams' guess was that 7½ million TV sets will be made and sold in 1953.

Joe Marty: That UHF television is not going to call for any particular extra effort was the contention of Joe Marty of Admiral Corporation. Squabbles on various types of TV UHF systems hurts business. All systems work, he said. UHF will work and is salable.

Manufacturers have experimented with UHF during the last two years at the experimental station at Bridgeport. They checked reception over terrain, effectiveness of antennas over water, strips and outside types of converters. There are several ways to receive UHF broadcasting, he said.

1. With the outside converter a cable connects with the receiver. It works but upsets the balance of the receiver. It has two knobs for tuning.

2. A second way is to build a converter into the television. It works well and gives less electrical trouble and is more stable than an outside converter. The disadvantage is the fact that it doesn't lend itself readily to present set use, but it is o.k. with new sets being built.

3. The strip method is easiest to install, it uses crystals and has no solder connections. It is more stable and requires less additional power. There is no oscillator drift and it is not less sensitive in operation. In the Portland area where Admiral has 12,000 sets it has proved effective.

Most talk about special antennas being required for UHF are the bunk. You hear talk about the bow tie, the trombone, and the rat-trap types. Admiral experimented using regular antenna. Near Bridgeport most owners employ stacked conicals pointed at New York to get New York City broadcasts. Admiral pointed a regular antenna at Bridgeport and got reception which was satisfactory. In nearby New Haven they employed rabbit ears on inside reception—the signal that came in was better than VHF. Concensus of opinion, says Marty, is that there is nothing to worry about on antennas with UHF. When you get a signal on UHF there is no fading, no noise and no static.

For lead-in, a flat ribbon works well except where the atmosphere is moist. Then a tubular line is the answer. Admiral's experience showed them that the trombone or flying "V" made the best antenna.

On service with UHF, Marty declared that most of it was a myth. It is no different than VHF. Only one-tenth of the circuit is used for UHF. See that a set is properly installed and you will find that a UHF picture is better than VHF.

There is money to be made for dealers in converting sets to receive UHF. UHF gives the dealer repeated contact with his customer and in Marty's opinion, contacts are cheaper than advertising and more effective. "The service man is the only one in the shop who is invited into the home," he said.

Mike Sweeney: A. M. (Mike) Sweeney, General Electric, retired, who for 42 years was synonomous with G.E. refrigerators, gave a luncheon address to the NARDA members.

He claimed that builders were not as big an outlet for manufacturers as believed. Some 51 percent of homes are built in towns of less than 25,000 population, where there is no one but the dealer to solicit builder business. Dealers in these places have not been active in selling new homes. You cannot wait until a permit is issued, said Sweeney.

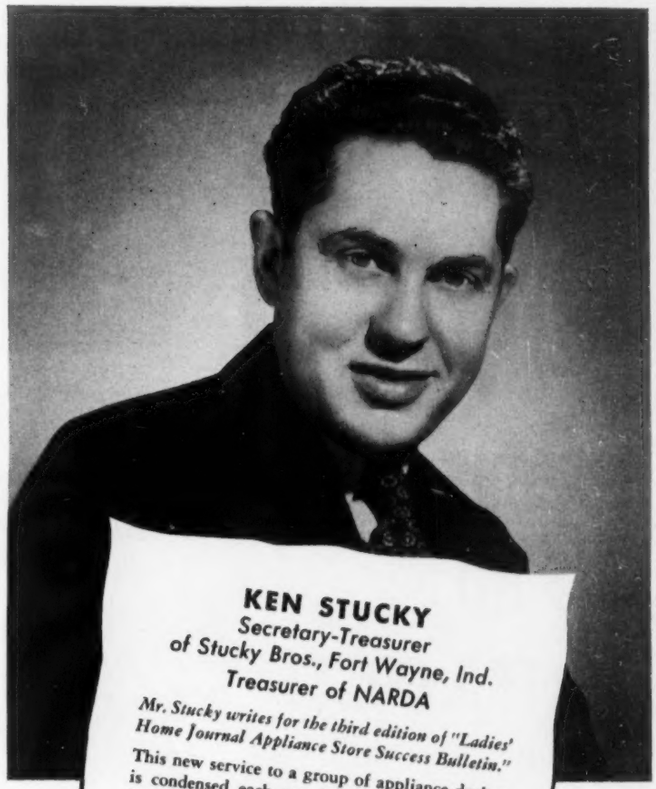
Commenting on price cutting, transhipping, etc., Sweeney said that when appliances pass out of the manufacturer's possession, they are on their

As The Manufacturer Sees Her



FIRST PANEL DISCUSSION in a series of eight being sponsored by the Electric Assn. of Chicago revolved around the topic "The Customer as the Manufacturer Sees Her." On hand for the discussion were, from left to right, moderator John Mock; Bret Neece, president of Landers, Frary & Clark; Dan Packard, general sales manager for the Kelvinator division of Nash-Kelvinator; and Edward R. Taylor, vice-president and assistant to the president of Motorola.

Well-Known Appliance Dealer Reveals Secrets of Success



KEN STUCKY
Secretary-Treasurer
of Stucky Bros., Fort Wayne, Ind.
Treasurer of NARDA

Mr. Stucky writes for the third edition of "Ladies' Home Journal Appliance Store Success Bulletin."

This new service to a group of appliance dealers is condensed each month in this space for the benefit of the entire appliance industry.

From his operational creed...



"Grandmother had a maid to do the many tedious tasks in her household. Today electrical and gas appliances do these same chores. We dealers are like an 'employment' agency where women can buy the help they need, good quality and value... service quick and efficient... an obligation to have what the customer wants, when she wants it."

On store identification...



"Since 1948 we have had a distinctive, colorful emblem—'STUCKY BROS.'—on trucks, servicemen's coveralls, price tags, billheads, credit cards, advertisements... wherever it could be seen by the public. Everybody in town knows we're around, and where to go for appliances."

On authorized service...



"Train servicemen to qualify as factory-trained experts. People have confidence where there is 'know-how.' Service is a great traffic builder ...done right, your service operation gains customers you could not get any other way."

On inventory check...



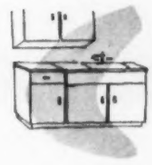
"We use a three-way numbered tag to keep accurate check on every piece delivered... filled out, one part stays with the appliance, even after delivery... second part is filed near that floor location of appliance... third part is permanently filed for inventory, also reference for repair information and warranty check."

On trade-ins...



"If a trade-in is too generous, the salesman has first crack at selling the trade-in and a chance to make up for high trade-in."

On other lines...



"Paint is a 'war baby'... helped when appliances were short. Still carry the line profitably ...act as servicing dealer. Builds store traffic. Also carry kitchen cabinets and tops."

Ladies' Home Journal

THE MAGAZINE YOUR CUSTOMERS BELIEVE IN

ONLY

Tele King

GIVES YOU

THE ADDITIONAL

"BIG TWO"

IN ONE UNIT...

AT NO

EXTRA COST!

1. COOLS IN SUMMER— HEATS IN WINTER!

2. AUTOMATIC "CLIMATE CONTROL" THERMOSTAT!

PLUS THESE EXTRA-SELLING FEATURES

- "Life-Long" Aluminum Foil Filter
- Silent As A Whisper
- "All-Directional" Cool Air Circulation
- Scientifically Circulated "Tropic Zone" Heat
- "Trio Fan"—Triple Bladed For Greater Efficiency . . . Greater Comfort
- 5-YEAR WARRANTY
- "Humid-Control" Keeps Moisture Down —Comfort Up
- Easy Installation—No "Extra" Costs
- Advanced Design Practically Eliminates Servicing
- Safety-Seal Construction



601 WEST 26th ST. Tele King NEW YORK 1, N.Y.

Weatherking "Year Rounder"

One-half ton model available with all "Year 'Rounder" features except heating. Cooling capacity is engineered for smaller rooms.

Tele King "Star-Performer" RADIOS



Radio RK41
4 tubes . . . Gleaming Black Plastic

Engineered for Pleasure-Packed Performance . . . Profit-Packed Sales!

Smart Plastic Cabinets!

Light, Bright Decorator Colors!

"Technician Perfected" Engineering!



Radio RK51
5 tubes . . . Smartly Styled Decorator Colors

Tele King Radios "Look Better . . . Sound Better . . . Are Better."

own. General Electric, he said, "has never told a distributor to make quota or else."

The distributor, not the factory, has jurisdiction over the appointment of dealers. Some dealers don't like dealers who beat their wives, some don't like dealers who cut prices.

Sweeney said manufacturers wished they knew how to correct cut prices and stay out of jail; government snoopers are constantly checking on them. General Electric limits production to needs of distributors, has nothing to do with quotas. Foxy dealers hid their true inventory at time of Korea. Today's troubles are not due to overproduction planned by manufacturers.

In the last 42 years every few years there have been changes, said Sweeney, and those who adjusted to them have come through. Today's home has 2½ major appliances in it—and there are 10 major appliances on the market—what a market!

New Officers: Elected president of NARDA for 1953 was Walter Johnston of Memphis; new vice presidents are Harry B. Price, Jr., Norfolk, Va.; Vergal Bourland, Ft. Worth; and P. S. Urner, Bakersfield, Calif.; Victor P. Joerndt, Kenosha, Wis. was named secretary and Ken Stucky, Ft. Wayne, Ind., was re-elected treasurer.

City by City

● **Chicago.** John Price of the Allen Bradley Company, has been elected president of the Chicago Electric Association for a one year term. Fellow officers for the year include G. K. Hardacre, named as vice president, and Henry Czech, treasurer. C. C. Simpson continues in the post of corporate secretary and managing director of the association.

● **Boston.** Arthur W. Coombs has been elected president of the Electric Institute of Boston succeeding George J. Fitzgerald. The event took place at the eighth annual dinner meeting of the Institute held in Boston late in January. Directors elected included the following: E. B. Collier, John F. Conaty, Samuel Mandel and Bruce E. Russell. J. G. Waddell was reelected managing director.

● **St. Paul.** Members of the television industry from various sections of the state of Minnesota and other nearby areas, met in St. Paul during early February for the first annual convention of the Upper Midwest Appliance, Radio TV Dealers.

● **Louisville.** The Louisville Wholesale Appliance Distributors Association has announced the election of Harry S. Harlow as president for the year. His associate officers will be Robert V. Goodlin, vice president, and V. J. Bloemer, secretary-treasurer.

● **Cleveland.** Directors of the Electrical League of Cleveland have announced the selection of new officers for the year 1953, with Frank Simon being renamed as treasurer of the group, the only change from last year. Reelected were John G. Lee as president, R. J. Miller, first vice president, and C. E. Kirkpatrick, as second vice president.

2 Great New Spring Ad Campaigns for 2 Great REGINA Products

VERSATILE

REGINA

TWIN-BRUSH

POLISHER AND SCRUBBER

America's No. 1 Polisher for a Lifetime of Beautiful Floors, Furniture, Counter-Tops.

Over 19 Million Families will read that Regina is

"Like having a Handy Man to do your Scrubbing, Waxing, Polishing— All Around The House"

FULL-PAGE COLOR ADVERTISEMENTS IN

- LIFE
- BETTER HOMES AND GARDENS
- WOMAN'S DAY
- CORONET (2 facing pages)
- FAMILY CIRCLE
- SUNSET



REGINA *Electrikbroom*

The lightest, fastest, easiest-to-use vacuum cleaner ever invented!

Over 11 Million Homemakers will discover that

"Now, You can have a Company-Clean Home Every Day . . . in Minutes"

FULL-PAGE COLOR ADVERTISEMENTS IN

- SATURDAY EVENING POST
- WOMAN'S HOME COMPANION
- LIVING FOR YOUNG HOMEMAKERS
- SUNSET
- BETTER LIVING
- HOUSE BEAUTIFUL

COMBINED CIRCULATION OF MORE THAN 30 MILLION!
Total Readership—over 100 Million!

In addition, an effective dealer program that will build sales on both products!



Also producers of Industrial Twin-Brush Floor Machines

More **Versatility for**

REGINA TWIN-BRUSH
Polisher and Scrubber

New Rug Cleaning Attachment in the form of a cradle with adjustable rollers front and back, which clamps on the base of the Regina Polisher and Scrubber. Rollers adjust in one operation. Makes efficient rug cleaning at home practically effortless! Optional at extra cost.

Reconditioning Kit (extra equipment) — Natural sales companion to the Regina Twin-Brush Polisher

CASH IN ON THIS BIG DOUBLE-BARRELED NATIONAL ADVERTISING PROGRAM

Act Now!

The Regina Corporation, Rahway 11, N. J.

Please send:

_____ Name and address of distributor for my territory
_____ Regina Polisher and Electrikbroom dealer helps
_____ Information on new rug cleaning attachment

STORE NAME _____

ADDRESS _____ ZONE ___ STATE _____

SIGNED _____

In Canada: Gelling Industries, Ltd., Welland, Ontario

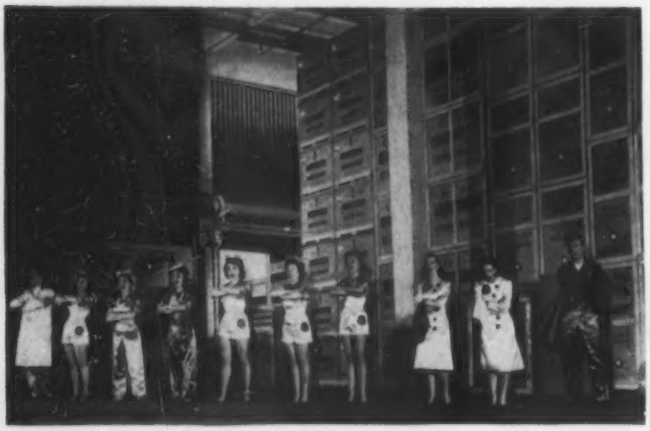
Curtain Going Up . . . On New Lines

Westinghouse and Servel decide there's no business like show business for showing their '53 lines to dealers

WESTINGHOUSE



WESTINGHOUSE'S one and a half million dollar musical used four companies of professional singers and dancers in a coast to coast tour lasting three weeks.



A TOTAL OF 50 entertainers were used to introduce firm's eight refrigerators, three freezers, four dishwashers and six electric ranges.



SHOW FEATURED original songs and choreography, required a total of 268 costumes and sets for 15 scenes in each of the four traveling troupes. Key Westinghouse personnel accompanied the show.

SERVEL



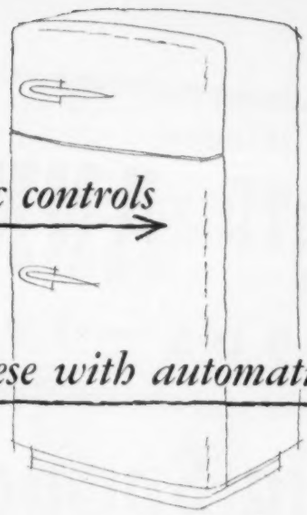
SERVEL'S million dollar musical used two companies to cover 30 cities in a nationwide tour. Each troupe included 50 persons.



EACH ROAD COMPANY also required 200 costume changes, 50 lights, eight curtains and 25 set pieces of standing scenery.

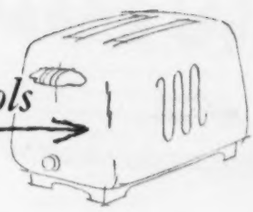


AFTER THE SHOWS came product showings by distributors. In Philadelphia, distributor Frank Loucheim, left, poses with Servel president W. Paul Jones, ad manager Robert Stevens, right, and two members of the cast.



You sell these with automatic controls

You sell these with automatic controls



Why not gas heaters?

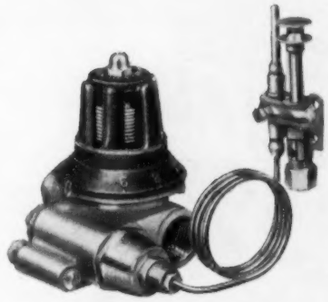
The convenience of automatic controls has helped sell millions of refrigerators, toasters, dryers and other appliances.

But what about gas heaters? Today most people are "automatic heat" conscious. So think of the potential existing for alert dealers who promote models with automatic controls—like the fine Honeywell Controls shown here.

Here's why automatic Honeywell Controls can be a *major* selling feature for gas heaters! Prospects are *easier to sell* when they learn how Honeywell self-contained thermostats *automatically* keep temperatures at the desired setting. And they're *more* satisfied after the sale when they experience the wonderful convenience and comfort Honeywell Controls make possible.

Honeywell-equipped gas heaters also give you an important competitive advantage, for Honeywell is the name all prospects quickly associate with the finest in temperature controls. See for yourself—next time you order gas heaters, ask your manufacturer or distributor to ship heaters equipped with Honeywell Controls!

Honeywell Controls can also be purchased separately to fit any manual gas space heater models you may have in stock. Just call your regular supplier or one of Honeywell's 104 offices, located in key cities from coast to coast. For descriptive literature, mail coupon below.



V5163 Modulating Thermostatic Gas Valve

Provides accurate, safe control for any gas heater.

The thermostat accurately keeps room temperature at desired setting by modulating the flow of gas from full volume to a pre-set minimum flame.

Built-in safety pilot provides 100% shut-off in case of pilot failure. Has safe-lighting feature, too. Main line valve can't open until pilot is on.

The V5163 is easy and inexpensive to install, for it's small and compactly designed to fit limited places common to heater applications. It needs no outside electrical power.

V5140 Modulating Thermostatic Gas Valve



Another rugged, compact Honeywell control. For application on manually controlled heaters already equipped with 100% safety shut-off.

Big Modernization Market

You probably have many gas heater owners on your customer list who do not have automatic controls. Contact them . . . they'll want automatic heating furnished by a Honeywell thermostat, too!

MINNEAPOLIS **Honeywell**

H HONEYWELL

First in Controls

MINNEAPOLIS-HONEYWELL REGULATOR CO.
Dept. EM-3-52, Minneapolis 8, Minnesota

Gentlemen:
Send me descriptive literature on your V5163 and V5140 Thermostatic Gas Valves.

Name .....

Address .....

City ..... *Zone* ..... *State* .....

ROYAL 48TH ANNIVERSARY

1905 — 1953

Big Spring "Sellebration" for March and April



Right Now . . . right at the beginning of a big Spring Selling Season Dealers can offer special values in brand-new, 1953 Royal Cleaners at bargain prices that simply *can't be beat!*

You and your customers can help celebrate Royal's 48th Anniversary with specials that are real "jet-propulsion" deals! They're values of a lifetime, for a lifetime of vacuum cleaner satisfaction.

Cash in to the fullest! Estimate your needs liberally and order at once for quick delivery. Remember Royal Dealers get their *full profit* even at these Special 48th Anniversary prices. *The sale of trade-ins means extra profit to the dealer!*

Act quickly! Royal's 48th Anniversary "Sellebration" is limited to March and April. Contact your Royal Distributor!

P.S. Special "48th Anniversary Sale" price tags, newspaper ad mats and a sparkling new, low-cost "Royal Authorized Dealer" Sign are available through your Royal Distributor . . . ask him!



with "TOSS-OUT" BAGS

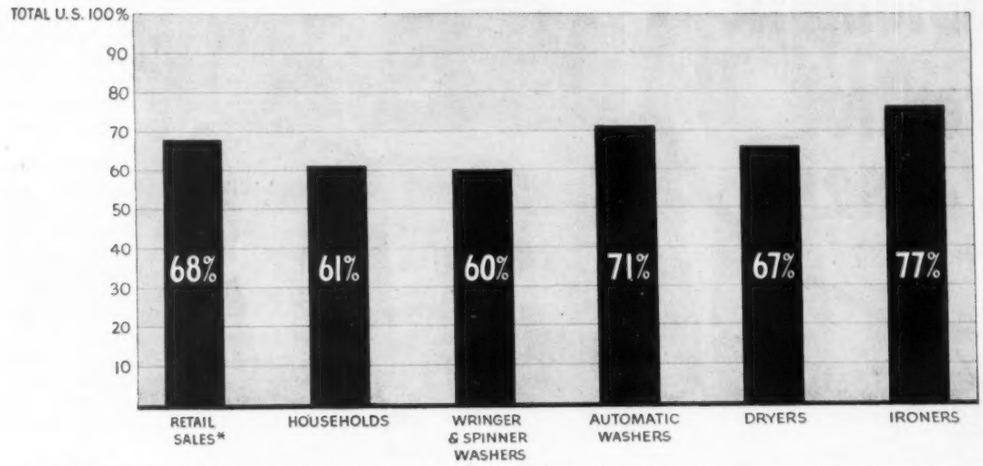


Prices slightly higher South and West.

ROYAL VACUUM CLEANER COMPANY • Cleveland 8, Ohio

207 MARKET AREAS (321 COUNTIES) ARE MOST IMPORTANT FOR LAUNDRY EQUIPMENT MANUFACTURERS

Percent of U.S. laundry equipment sales by product as compared to percent of U.S. retail sales and percent of households in 207 market areas



Source: Retail Sales – Bureau of Census 1948; Households – Bureau of Census 1950; Laundry Equipment Sales – THIS WEEK Magazine's analysis of 1951 unit sales
*All types of merchandise including laundry equipment

Where Washers Are Sold

Detailed analysis of laundry appliance sales by This Week magazine shows share of national business done in each of 207 market areas

A detailed analysis of laundry equipment sales in 207 market areas has been prepared by the marketing and plans department of *This Week* magazine in cooperation with eleven manufacturers of washers, ironers and dryers.

The copyrighted study indicates what share of the national total each of the 207 market areas accounts for in the sale of automatic washers, wringer and spinner washers, dryers and ironers. It also indicates the coverage of leading magazines in each market and allows the reader to compare the sales values of a market with the number of households in that market. (For example the Chicago area with 1,608,936 households accounts for 4.895 percent of dryer sales while the larger New York-northeastern New Jersey market with 3,776,937 households accounts for only 4.778 percent of dryers.)

Each participating manufacturer was given a list of counties comprising the 207 market areas and was asked to provide *This Week* with 1951 unit sales figures for those areas. These unit sales figures were then totalled and the individual market percentages for each area computed. Participating manufacturers included Apex, Bendix, Easy, G-E, Holland-Rieger, Hotpoint, Ironrite, Norge, Speed Queen, Westinghouse and Whirlpool.

The 207 selected market areas account for 68 percent of the nation's retail sales, have 61 percent of the households, produce 60 percent of wringer and spinner washer sales, 71 percent of automatic washer volume, 67 percent of dryer sales and 77 percent of the ironer market.

Automatics. Thirty-six markets each do more than .5 percent of the national total on automatic washers; taken together, these 36 areas account for 49 percent of national sales. Seventy-seven areas provide from .1 to .499 percent each of the national total; together they absorb an additional 16 percent of the market. The remaining 94 market areas studied absorbed 5.5 percent of the total. The 207 areas combined account for almost 71 percent of all automatic washer sales.

Leading areas for automatic washer sales are New York, Los Angeles, Philadelphia, Boston-Lowell-Lawrence, San Francisco-Oakland, Chicago, Detroit, Cleveland, Washington and Pittsburgh.

Wringer Washers. Twenty-one market areas provide 32 percent of the market for wringer and spinner washers. The next 111 areas account for an additional 24 percent of sales and the next 75 cities account for an additional four percent. The 207 areas thus account for 60 percent of the national total.

The leading areas for wringer washer sales are New York-northeastern New Jersey, Chicago, Detroit, Philadelphia, Pittsburgh, Cleveland, Boston-Lowell-Lawrence, Los Angeles, Milwaukee and St. Louis.

Dryers. Twenty-eight of the market areas each sold .5 percent or more of the national dryer total, with the 28 together accounting for 46 percent of the total. Eighty-one of the areas sold between .1 and .499 percent of the national total; together these 81 areas produced 17 percent of U. S. total. The 98 remaining market areas accounted for four percent of the national total. Overall, the 207 areas produced 67 percent of dryer sales.

Chicago ranked highest followed by New York, Detroit, Cleveland, San Francisco, Philadelphia, Pittsburgh, Los Angeles, Seattle, and Portland, Ore.

Ironers. Thirty-three areas each sold .5 percent or more of the national ironer total, with the 33 together accounting for 50 percent of the national total. Ninety-five areas sold between .1 and .499 percent of the national total; together, these 95 areas produced 22 percent of the total. The 79 remaining areas produced four percent of the national volume. Together, the 207 cities accounted for 77 percent of the national total.

New York ranked highest, followed by Detroit, Chicago, Los Angeles, Philadelphia, Pittsburgh, Cleveland, Boston, San Francisco, and Minneapolis-St. Paul.

Supermarket Selling

A sales and promotion agency specializing in placing housewares, soft goods and other non-food specialties in supermarkets has been formed in New York. The new organization, Supermarket Promotion Co., is a division of Alan Radcliff Co., marketing consultants.

The new agency's services will be offered to manufacturers on a sales-percentage basis.

Amana Lays Plans

American homes will acquire over 20 million cubic feet of new food freezer space during 1953, Amana's George C. Foerstner told newsmen during the Chicago markets.

He said that more than 1.5 million freezers would be produced during the year and added that Amana would "lead all others" in the production of new freezer space during 1953.

Foerstner, executive vice-president of Amana, said that the firm this year would become a serious contender for leadership in the chest freezer field as well as in the upright trade.

In 1953, Amana aims to increase its 1952 dollar volume by 50 percent. The firm has embarked on a $3.5 million expansion program which will be completed in April (although it will be next January before full production at a rate 300 percent above the present level is achieved.) A 30 percent production hike is slated for May of this year when electronic painting facilities are completed.

The firm will continue to allocate freezers, Foerstner said; allocations for the first quarter were slightly above those for the final quarter of 1952.

Help from Utility

Sales help in the form of advertising, demonstrations, displays, sales training and promotional allowance is being offered New Jersey dealers in the area served by the Jersey Central Power & Light Co., Asbury Park.

In a meeting held to announce the program, Fred I. Smith, JCP&L sales manager told 275 dealers that "all indications point to an acceleration of the market for electric appliances." He said that the utility was sponsoring the program in order to help dealers reach this market and to bring the benefits of more electric convenience to its customers.

Qualified dealers will be identified to the public as "JCP&L authorized Reddy-Kilowatt dealers." To obtain this identification the dealer must sell quality appliances, provide good service on the products he sells and hold the requisite manufacturers' franchises.

Family Story



TWO GENERATIONS of Jaegers study the October issue of ELECTRICAL MERCHANDISING in this photo sent to the magazine by still a third generation. Looking at the magazine are Robert Jaeger, a distributor salesman in Eugene, Ore., and his son Reid, six months old. They are the son and grandson of A. H. Jaeger, Pacific regional manager for Hotpoint's utility-builder divisions.

Here's how to offer
oil space-heater owners . . .

completely automatic heat control

for only $12.95*

*In Canada, $15.95 including Canadian tax



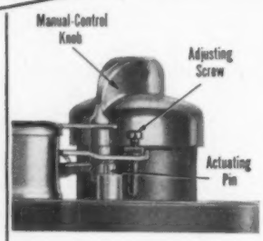
Sell them this work-saving A-P THERMOMATIC COMFORT CONTROL . . . make an extra profit on every space-heater sale

YES, the new A-P Thermomatic Comfort Control will enable you to offer your space-heater customers all the comfort and convenience of an automatic, built-in heating system — and for only $12.95!

Look what it does . . . it eliminates annoying temperature swings — from "too high" to "too low" — with their accompanying annoyance of constant attention. The easy-to-set dial instantly adjusts to temperature desired — warm, moderate, cool. It cuts down fuel cost, while maintaining healthful, comfortable temperatures. More, it needs no wiring . . . is not affected by current failures . . . requires no installation; no service. No wonder smart space-heater dealers call it "a real profit-maker!"

Give your customers the benefit of this inexpensive, work-saving accessory—and get these easy extra profits. Write for complete details — now.

See how simply it works



The exclusive actuating pin, found only on A-P oil valves, permits quick, easy attachment of the Comfort Control. The control fits right over the name plate . . . fastens with two screws . . . takes less than 5 minutes to attach!



During mild weather, the control will snap the burner back and forth between intermediate fire and pilot — to maintain comfortable room temperatures.

When it's colder outside, the control will smoothly, automatically modulate the flame between intermediate and high fire . . . in exact response to temperature changes.

Fits all famous-brand oil space heaters using these A-P oil valves

240 DR	240 YRB
240 UR	240 YRRSO
240 YPO	240 YRSO
240 URS	240 YRR
240 YR	240 YPOR
240 YRO	240 YRBJSO
240 YP	

These identification numbers will be found in the name plates of A-P valves used on space heaters.

A-P CONTROLS CORPORATION

DEPENDABLE Controls

for Air • Liquids • Gases • Refrigerants

2400 N. 32nd St., Milwaukee 45, Wisconsin

In Canada, A-P Controls Corp., Ltd., Cooksville, Ontario

Food Plan Groups

Food plan operators in two major eastern cities have organized trade associations to combat unethical operators and to improve the public's opinions of food plans.

In New York, the Food Plan Dealers Assn. was formed last December to "help assure that consumers receive the full benefits of freezer-food plans." A tentative code of standards, an approved seal for display by member food plans and a tentative program of activities has been set up by a steering committee. An advertising and public relations program has also been discussed.

In Philadelphia, the Metropolitan Philadelphia Home Food Plan Assn. has laid plans to begin a consumer advertising drive to outline the risks involved in dealing with unethical plans. The ads would also outline savings possible under food-freezer plans and carry information on frozen foods and freezers. The group also plans to print list prices and approximate finance charges. A set of ethical standards to be used in food-plan merchandising has also been adopted by the group.

Advice to Builders

Speakers from Westinghouse, General Electric and the Detroit Edison Co. participated in an EEI-sponsored clinic during the ninth annual convention of the National Assn. of Home Builders in Chicago in late January.

W. E. Slabaugh, Jr., of Westinghouse told the group that "prospects want appliance-equipped houses" and that this appliance-appeal affords the builder not only increased sales but also such manufacturer services as kitchen and laundry planning, promotional campaigns, training for salesmen and post-sale demonstrations.

H. H. Green of G-E's lamp division told the group that builder response to the light conditioning program had been enthusiastic in all price classes. He told the builders that light conditioning could be provided in the average five room house for about $175.

W. R. Milby of Detroit Edison said that today's home buyers look for "better wiring—adequate wiring—in the homes they buy." He called adequate wiring one of the "necessities of everyday living."

Trade-in Guide Ready

Suggested trade-in values for over 9000 items are contained in the 1953 edition of the National Appliance Trade-in Guide published this month.

The book contains sections on refrigerators, food freezers, electric and gas ranges, washers and vacuum cleaners. Included are manufacturers' catalog numbers, serial numbers and descriptive characteristics.

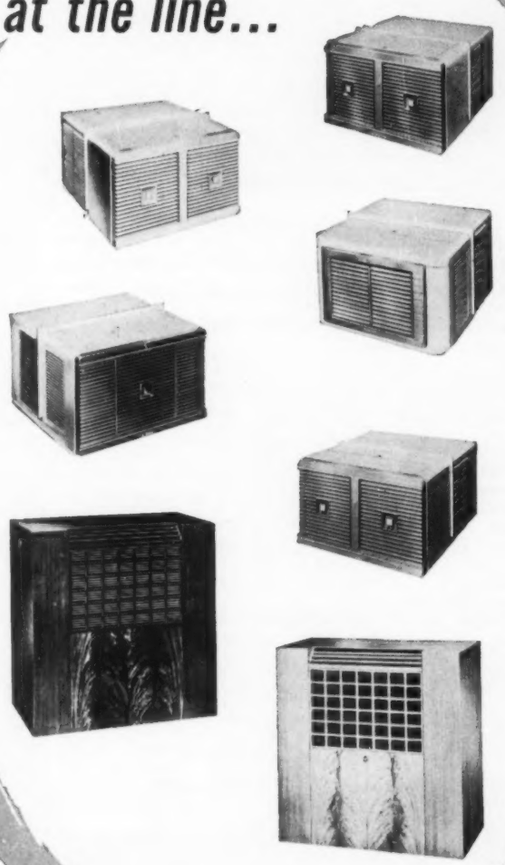
Single copies are $5 per copy; two to five copies are priced at $3.50 each. Books should be ordered from the National Appliance Trade-in Guide Co., 2132 Fordem Avenue, Madison 1, Wisconsin.

You'll feel better

because you'll sell better with these **Smart new**

RCA Room Air Conditioners

Look at the line...



The big demand for room air conditioning is growing . . . bigger. But consumers have learned a lot from the stifling summer of 1952. Sales are going to the dealer with the line that features an outstanding name, sound engineering and real value . . . RCA Room Air Conditioners.

Look at these features

Concealed Climate Tuner

Directional Grille

"Heart-of-Cold" Compressor

Easily Replaceable Filter

Thermostat built-in in some models, optional in others

Six-Position Switch on models 50, 75 Deluxe and 100

Five-Year Warranty

Underwriters' Laboratories Approved

RCA Factory Service Available

These seven new, advanced design models are seven sales opportunities . . . seven big profit possibilities for alert dealers. Start early! Order now!

RCA Room Air Conditioners

RCA VICTOR DIVISION
RADIO CORPORATION OF AMERICA
IN CANADA, RCA VICTOR COMPANY, LTD., MONTREAL

Big Kitchens and Appliances

That's what the homemakers who entered McCall's "my kitchen" contest want, a new study indicates; they want dining and laundry facilities included

Homemakers who read *McCall's Magazine* want big kitchens. They want them modern and homey, with adequate facilities for dining as well as for laundering. They must be well stocked with modern appliances—refrigerators and ranges head the list. But a surprising number of dishwashers, home freezers and waste disposers are also wanted. They want such electric housewares as the electric mixer, toaster, clock and fan. They also want waffle irons, automatic coffeemakers, roasters, blenders and broilers.

All this information was gleaned from 5,000 minutely-detailed entry blanks submitted to *McCall's* by contestants who entered the "My Kitchen Contest" launched in March, 1951, and ended June 30, 1951. The contest produced a total of 18314 entries. Five thousand of these entries were selected at random for analysis. A complete report of the findings has been tabulated in a 64-page booklet entitled "My Kitchen" just published by *McCall's*.

The contestants were typical magazine readers—married women who listed their occupation as "housewives". Ages ranged from 21 to "over-50." Almost two-thirds were under 40. Half the respondents report families of 3 or 4 persons. Almost a third reported five or more in family.

Nine out of every ten owned their own homes. These homes averaged five to six rooms. A large portion were the bungalow frame type, with values from $5,000 to $12,000.

Several questions were asked to discover present living habits of the contestants. Answers revealed that while three-quarters of the respondents have dining areas outside the kitchen, most of the meals are eaten in the kitchen. (Eighty percent eat breakfast; 70 percent eat lunch; and nearly 50 percent eat dinner in the kitchen all the time. Only 15 percent said they never eat in the kitchen.) In addition, over 92 percent said they have no maid—full or part-time—proof that the emergence of the kitchen as a social center of family life is closely related to the disappearance of the household help for the great mass of homemakers. It is also the basis for the growing concept of the "living kitchen" with its expanded work and play areas, and new time and work-saving facilities.

Kitchen types chosen by the contestants were as follows:

	Percent
Kitchens with eating areas	57.6
Kitchen-laundry	28.4
Electric	25.8
Combination gas and electric	20.6
Kitchens with freezer unit	13.3
Farm kitchens	11.5
Small kitchens	9.7
Kitchens with living area	5.2
Kitchens with hobby area	3.9

While only 28.4 percent selected a combination kitchen-laundry, as their ideal type kitchen, in mentioning products wanted in the kitchen, 70 percent mentioned a washing machine of some type.

Eighty percent said they do all their laundry at home; 2350, or 47 percent, indicated that the washer will be an automatic washer; and 1556 of these said they plan to purchase a new machine, representing a market of 31.1 percent.

Wringer washers were second in popularity with 748 respondents saying they would use this type. However, the automatic washer led all other types by a 3-to-1 ratio.

Laundry equipment wanted was specified as follows:

	Will Use		Plan to Buy New	
	No.	Per-cent	No.	Per-cent
Automatic washer	2350	47	1556	31.1
Wringer washer	748	15	124	2.5
Spinner washer	345	6.9	131	2.6
Miniature washer	92	1.8	49	1.
Ironer	1618	32.4	1136	22.7
Dryer	1355	27.1	1217	24.3
Dry iron	2733	54.7	227	4.5
Steam iron	704	14.1	323	6.5
Combination steam-dry iron	860	17.2	419	8.4
Sewing machine	2142	42.8	569	11.4

Next to kitchen cabinets, refrigerators (93.7 percent) and ranges (92.5 percent) were listed as most essential equipment in the kitchen. The electric mixer (92.5 percent) and the toaster (86.7) were fourth and fifth on the list:

Major appliance wants ran as follows:

	Will Use		Plan to Buy New	
	No.	Per-cent	No.	Per-cent
Refrigerators	4685	93.7	2032	40.6
Ranges	4623	92.5	2520	50.4
Water heaters	2621	52.4	1079	21.6
Waste disposer	2166	43.3	2078	41.6
Dishwashers	2128	42.6	2005	40.1
Freezers	1498	30.	1110	22.2

Respondents were requested to attach photographs of desired equipment to their entries. Study of these photographs revealed preferences for specific product features. For instance, 67.9 percent indicated that they want a single door refrigerator, while 32.1 percent said they like the 2-door combination refrigerator-freezer. Top loading dishwashers were ahead (52.1 percent) of side loading models (47.9 percent). Chest type freezers were indicated as the favored type by almost 95 percent of the homemakers. The under-counter type water heaters. (51.4 percent) had only a slight lead over the tank type.

In range selection, standard ranges were chosen over modular type by 95 percent of the respondents. And full-size, single oven types were the most popular.

On the question of color, it is interesting to note that 97 percent said they prefer white ranges and 98 percent said they prefer white refrigerators.

Electric Housewares

The tabulated 5,000 entries call for more than 23,000 electric housewares, indicating that the average kitchen would include four or five of these products. There are striking differences in the popularity of individual appliances. Opportunities for sale of new appliances are shown under the column "Plan to buy new" in the following tabulation:

	Will Use		Plan to Buy New	
	No.	Per-cent	No.	Per-cent
Mixers	4336	86.7	1749	35
Toaster	4072	81.4	1242	24.8
Clocks	3763	75.3	1616	32.3
Griddle and waffle iron	3118	62.4	945	18.9
Coffeemaker	2635	52.7	1421	28.4
Ventilating fan	2468	49.4	2428	48.6
Sandwich grill	1052	21.	226	4.5
Roaster	1007	20.1	490	9.8
Blender	456	9.1	292	5.8
Broiler	291	5.8	93	1.9

Concerning types of equipment preferred in some of the above housewares it was reported that 95.6 of the mixer users mention a fixed base rather than a portable hand model. The clock figures do not include those who specify clock-radios, which if indicated would put electric clocks in nine out of every ten kitchens. Two-thirds of the automatic coffee maker users prefer the percolator type. The ventilating fans were indicated for wall or ceiling, rather than the window installation. Roasters were placed on a counter by 87.1 percent of those planning to use one. The remainder called for a standing floor type.

Meeting the Star



FACTORY REPRESENTATIVES for Westinghouse appliance specialties pose with Betty Furness during meeting in Mansfield, Ohio, where Miss Furness' new daytime TV show was previewed. Fifteen-minute show is sponsored by Westinghouse on CBS television network. With Miss Furness are, left to right, Leonard D'Ooge, Frank Loiko, Jerry Snyder and John Schmidt.

Checking the Competition



REPRESENTATIVE EMPLOYEES of Whirlpool Corp. were taken on tours of the Chicago Furniture Mart during market week and were given opportunity to visit competitors' exhibits as well as the Whirlpool showroom. In picture above, four production men inspect Hotpoint's washer in that firm's booth.

Another case history of the
Profitable Magnavox Franchise





"This is the fifteenth year that we have represented your fine products in our three stores. All these years you have successfully manufactured a product second to none in quality and design. Today the public accepts Magnavox as being tops."

R. J. Callaway, President, Thearle Music Company, San Diego, California

● Today Thearle is a three-store operation doing an annual Magnavox volume of over half million dollars. In describing his fifteen years' association with Magnavox, President Callaway said, "It has been a most happy situation because of the high quality of your products and the high ethical standards and policies under which you conduct your business."

● "From a retailer's point of view, the Magnavox policy maintains confidence in recommending price maintenance, territorial protection and better than comparable profits.

● "In addition, the splendid sales helps, the high-class product advertising, the honest, straightforward and fearless information that is always available from you makes Magnavox a product that we are proud to represent and to recommend to our many customers."

7 REASONS WHY

Magnavox is the best franchise for building a sound, profitable business—

1 Protected Markets. **2** Direct Dealings. **3** Longest Discounts. **4** Reliable Prices.
5 More Advertising Dollars Per Dealer. **6** Sound Merchandising Help. **7** Staunchest Owner Loyalty.

Be sure to see the new Magnavox models in their new home . . . *ROOM 1126, Merchandise Mart, Chicago*

the magnificent **Magnavox**

BETTER SIGHT . . BETTER SOUND . . BETTER BUY

television - radio - phonograph

COAST-TO-COAST THE STORY IS THE SAME . . . for a sound, profitable, long-term business, Magnavox is the BEST franchise.

THE MAGNAVOX COMPANY, FORT WAYNE 4, INDIANA • *MAKERS OF THE FINEST IN TELEVISION AND RADIO-PHONOGRAPHS*

Check for Contest Winner



A CHECK for $2500, representing first prize in Telechron's recent consumer contest, is presented to Mrs. E. K. Whitesitt of St. Louis by Harry Murphy, left, of Telechron, and Charles Snider, the dealer from whom Mrs. Whitesitt procured her entry blank. One thousand and seven prizes in cash or Telechron clocks with a value of $15,000 were given out in the contest.

No Training or Incentive

Those two factors explain the low level of sales efficiency uncovered in a study of salesmanship in British Columbia appliance stores.

Appliance salesmen have not been trained to do a proper selling job and the individual salesman does not have the incentive to do a decent selling job.

These two factors explain the low level of sales efficiency uncovered in a recent study of appliance salesmen in British Columbia. That's the opinion of L. M. Vukelich of the School of Commerce, University of British Columbia, who last fall conducted the selling survey at the request of the B. C. Electric Co., Vancouver.

Purpose of the survey was to determine the sales effectiveness of major appliance salesmen in the Vancouver, Burnaby and New Westminster areas. Salesmen were rated on 13 "yardsticks" which covered the entire sales situation from the moment the customer enters the store until his departure. The salesmen were scored from the point of view of the customer's problems, wants and needs. Here's the way 38 salesmen rated (a score of 10 was possible on each qualification):

Meeting The Customer	Average Score
First Impression	4.3
Opening Greeting	4.4
Determining Wants	3.9
Presenting The Merchandise	
Telling	5.2
Showing	4.4
Illustrating	3.9
Building Value	4.1
Overcoming Objections	
Need objection	5.0
Merchandise objection	4.3
Price objection	2.9
General	
Closing stimulators	3.6
Additional merchandise suggested	1.6
Follow-up	3.4

In his analysis of survey results, Professor Vukelich notes that many stores could have been classified as downright "shabby", thus contributing to a poor "first impression" by the customer.

On the matter of an "opening greeting", the survey notes that expressions such as "May I Help You" and "What Can I Do For You", do little to establish "the confidence the appliance customer must feel if he needs help in his buying problem."

Professor Vukelich noted that in many instances the salesman was able to talk about the features of an appliance but was unable to relate these features to the customer's interest.

Here's the way the 38 salesmen rated (with 13 being the lowest possible score and 130 the highest):

Group Scores	No. of Salesmen	% in this Group
13-19	5	13.1
20-29	3	8.1
30-39	7	18.3
40-49	3	8.0
50-59	5	13.1
60-69	2	5.2
70-79	11	29.0
80-89	0	0
90-100	2	5.2

Professor Vukelich contends that the grouping of scores at either the lower or upper end of this tabulation indicates that the salesmen were consistent throughout—in other words, if they were bad on one point they were bad throughout.

By the most conservative estimate, Professor Vukelich says, at least 65 percent of salesmen tested needed to be trained in the simple fundamental of helping their customers to buy. He noted a widespread tendency among salesmen to "give up" when the customer raised an objection.

New Radio Studio

A nation-wide measurement of multiple-set radio ownership has been completed by the A. C. Nielsen Co. The survey indicates that 44 percent of homes having radios have two or more sets in the home and that 12 percent have three or more sets.

A correlation between TV ownership and multiple-radio ownership was noted by Nielsen researchers in the fact that families with three or more radios are more likely to have TV sets than families with single radios.

The completed study indicates that there were 70,175,670 radio sets and 17,706,930 TV sets in operation in U. S. homes as of June 1, 1952. In addition, 22,630,820 families owned one or more auto radios. Every set counted in the survey was in actual use.

The survey breaks radio ownership down into divisions based on family size, ownership or non-ownership of a TV set and economic groups.

The survey indicates there are a total of 44,719,700 families in the country and that 43,849,460 own radios. There are 33,581,870 car-owning families, according to the Nielsen figures.

Selling Freezers

Appliance dealers are in danger of losing freezer business to food club operators unless they undertake aggressive selling programs.

That's the opinion of J. H. Overmyer, vice-president in charge of sales for Revco, Inc., who feels that independent appliance dealers can become the "principle movers" of freezers if they aggressively merchandise these appliances. The key to any such program, Overmyer believes, is setting up a system for tieing-in food selling with freezer sales through retail grocers and supermarkets. Such food outlets would make it possible for the dealer to arrange initial food purchases with the sale of the freezer. Overmyer said that Revco would place great emphasis on getting distributors to work closely with dealers in organizing their freezer selling programs along these lines.

Revco in 1953 has doubled its ad budget and will step up its entire promotional and advertising activity through additional channels and increased aid to dealers, J. W. Rietzke, sales promotion and advertising manager, said. Emphasis will be on two consumer promotions together with a distributor salesman's contest and a dealer contest. The firm will break an outdoor poster campaign in 30 markets in May to set the stage for a strong newspaper ad drive. Space in a number of consumer and trade magazines will also be used and last year's successful "use-the-user" letter campaign will be continued.

Salesmanship Forums

Eighteen thousand Kelvinator and Leonard salesmen will participate in a series of advanced salesmanship forums sponsored by the company this year as part of its "vocation-in-sales" program.

H. L. Schmutz, director of sales education for Kelvinator, said that the basic purpose of the school is to stress that selling is a vocation, not an avocation, and that mere product knowledge is not enough. The forums are organized and directed by training managers in the firm's field zones. Last year, more than 11,200 Kelvinator salesmen and over 3,100 Leonard salesmen were trained in the forums.

First Car From Louisville



GENERAL ELECTRIC executives James H. Goss and Herbert A. Warren help close the door on the first carload shipment of appliances from the company's new Appliance Park near Louisville. The car contained dryers, which are now being produced at the new manufacturing center. Dishwasher production was begun there late last year and automatic washer production will begin about May 1. Goss (left) is general manager of the home laundry equipment department; Warren is manager of distribution.

Goodall POWER MOWERS

GIVE YOU MORE For '53



8 EXCITING NEW Goodall MODELS!

A Goodall for every purse and purpose — from the sensational new 17" Rotary that sells for only $87.50 . . . up to the giant 26" Self-propelled mower for estates and commercial use!



FREE! Giant 22" x 35" Wall Poster in color. Pictures whole Goodall line!



FREE!
Two huge Window Streamers — in color — to bring customers in your store!



FREE!
Full, life-size **Die-Cut Display Figure** to use with your "Demonstrator" mower!





FREE!
Handle Card Display —with literature supply. Like having an "extra" salesman!





FREE!
Generous supply of attractive **Literature** — plus free replacements of normal quantities.





POWERFUL NATIONAL ADVERTISING
Pre-Selling Over 30 MILLION READERS On Goodall Mowers!

Goodall sells the name and features. **You sell the Goodalls!** We're backing you up with the greatest full-scale National Advertising campaign in Goodall's history. Big 2-color ads in top national magazines — **this Spring!**



FREE! Powerful, hard-selling **Newspaper Ad Mats** — plus the most sensational **Co-op Advertising Plan** in Goodall history!

FREE! Bright green **Grass Mat** — Makes an attention-getting, real life setting for your "Demonstrator".



SIGN!
Eye-catching electric — Constantly changing pattern of color. **Yours at cost!**

plus **A Sensational FREE HOME TRIAL OFFER!**

Goodall's "Demonstration Offer" was the "Big News" in the mower industry, last year! Dealer after dealer reported **doubled sales!** Now . . . for '53: Goodall brings you a big, better — **more profitable** Demonstrator Offer than ever before. See your distributor — or write for full information on this profit-doubling plan!

Goodall MFG. CORP. — Warrensburg, Missouri

USE THIS COUPON Write for More Information TODAY!

Goodall Mfg. Corp.
Dept. EM, Warrensburg, Mo.

Rush me more information on Goodall — your sensational "Demonstrator Plan" — and name of my nearest Goodall Distributor.

Firm.....

Type of Business.....

Your Name.....

Address.....

City..... Zone..... State.....

NOTE: A few distributorships are also available — write.

Chicago Plays Host to Another Show—This Time the Air Conditioning Exposition



ON HAND at the Coleman booth to answer visitors' questions was service manager J. D. Eckles, at right.



NEW TWO-DOOR 20 cubic-foot freezer by Palmer and McCray was demonstrated by vice-president G. W. Bostwick.

Most of the equipment shown at the International Heating and Ventilating Exposition in Chicago in late January was out of the retail dealer's ken, being big pieces that require installation and engineering.

However, certain trends apparent at the show carried a meaning for the retail trade:

1. Dual fuel equipment, which uses either coal, oil or gas to heat homes was a trend.
2. Small pipe forced air heating systems are growing in popularity.
3. Ceiling construction that combines radiant heating, radiant cooling and acoustic control was shown.
4. Electriglas panel heating, which combines resistance wire in glass, giving off radiant heating, caught the eye of the crowd. None of the panels shown, however, were of the plug in type.
5. A new 20 cu. ft. home freezer was exhibited by the Palmer Corporation of Phoenix, Arizona, a subsidiary of the McCray Refrigerator Co., Kendallville, Ind.

Utility Campaign

One hundred and seventy-five weekly and 20 daily newspapers as well as 20 radio stations are being used by Northern States Power Co. in its 1953 dealer promotion program.

Newspapers will carry either two or four ads per month on a variety of appliances, adequate wiring and light conditioning. This program will be supplemented by advertising on 80 radio programs, by window banners which will be supplied dealers, and by six direct mail campaigns. Other phases of the year-long campaign include cooking schools, sales training classes, two sales contests, a dealer bulletin, provision for one year free labor for service on all approved electric ranges, water heaters and dryers, and extension of a finance program to facilitate installment contract sales. In some areas a free trial dryer installation plan will be in effect.

Northern State officials connected with the program include vice-president Carl T. Bremicker, general sales manager J. Roscoe Furber, dealer sales promotion manager T. R. Losby, and merchandise sales manager H. G. Huey.

Watery Kitchen



SUBMERGED in a 6500 gallon tank of water, this Crosley kitchen was one of the features of the electrical exposition at this year's Florida State Fair. The watery kitchen was the setting for a 15-minute show in which performers remained under water for the entire period, using air hoses to breathe. Their voices and a musical background were audible through waterproof microphones and an amplifying system. Show was presented by Crosley in cooperation with the Tampa Electric Co. and the Graybar Electric Co.

Gold Crown Plan

A "gold crown" dealer program under which retailers can cash in on free advertising while saving up to $100 has been set up by Reo Motors' lawn mower division.

Participating dealers will be listed in factory-paid advertising in newspaper supplements distributed in their area. In addition, they are able to draw on Reo's advertising department for promotion and display material and will receive a $15 kit of promotional material at no cost.

To have qualified, dealers must have purchased six or more power mowers and a Reo mower demonstrator.

The company has also scheduled full-page ads in color in *Saturday Evening Post* and *American Home*.

Users Do the Selling

Over 50 percent of the owners of Whirlpool washers contacted in a recent survey indicated they purchased the appliance because of a friend's recommendation. Thirty-four percent said their purchase was due to a demonstration in store or in the home, advertising of the product and the recommendation of the dealer.

The survey was conducted among 4,390 purchasers of Whirlpool automatic washers in 14 cities. Twenty-six percent of the questionnaires were completed and returned.

Jack Sparks, Whirlpool sales promotion and advertising manager, said that the study indicated a definite trend to laundry rooms on the first and second floors rather than in the basement. Although 57 percent of the respondents had basements only 49 percent installed their washer in that location. Forty-four percent had the unit installed on upper floors.

Nearly a fifth of automatic washer owners also had a dryer and of these, two-thirds had a Whirlpool unit. Of those who don't own a dryer, almost two-thirds said they wanted one. Those who said they were not interested listed three objections: no house room, a feeling that it would not be worth while, and a preference for laundry dried in the sun. The latter two objections indicate a need for education of housewives by dealers, Sparks said.



RADIO STAR Jack Bailey, master of ceremonies for the "Queen for a Day" program, tries his hand on a Pfaff sewing machine. Sponsorship of the show on 250 Mutual stations from Indiana to the West Coast has been purchased by A. C. Weber & Co., western distributors of the Pfaff units.

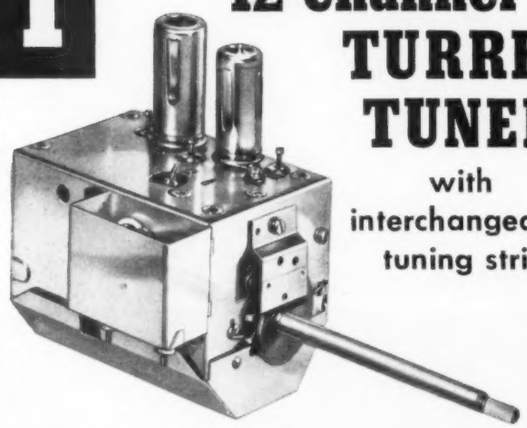
Admiral solves your UHF problems with choice of...

2 VHF-UHF Tuners

Now for the first time—and only from Admiral—comes the most practical, most realistic, *most sales-making* solution to country-wide VHF-UHF TV reception! With a choice of two fully perfected, thoroughly tested VHF-UHF tuners, your customer can select the tuner he wants at the price he wants to pay!

1 12 Channel TURRET TUNER

with interchangeable tuning strips



Originated by Admiral—proved in over 2½ million Admiral receivers—the famous built-in 12-channel Turret Tuner provides economical, practical UHF reception. You just install inexpensive tuning strips for the new UHF stations *when* and *if* they go on the air in your area. No wiring, no converter needed. Just a few minutes does the job—*even with the receiver in the carton!*

Already providing unsurpassed reception in many thousands of UHF area homes, Admiral's 12-channel VHF-UHF tuner delivers equally high performance *in city or "fringe."*

2 82 Channel DELUXE TUNER

equipped to receive *all* channels

Now from Admiral engineers comes the most outstanding 82-channel VHF-UHF tuner in television! For the TV buyer who wants his set equipped for all-channel reception without further adjustment, this is the most sensitive, most powerful all-channel tuner available.

Optional at slight additional cost on all Admiral models for '53, this great new tuner is precision-engineered for fast, easy pinpoint tuning of all 12 VHF channels and all 70 UHF channels.



Admiral Corporation

Chicago 47, Illinois

Admiral

WORLD'S LARGEST TELEVISION MANUFACTURER

KISCO

You're In A Class by Yourself... You Can Dominate The Market With the Complete Kisco Line!



The Profits Are There With...

CIRCULAIR

The "Successor to the Fan"

REG. NO. 395748

KISCO...we put it in Big Print because it's the Biggest Name in Circulators. It's BIG in Acceptance, too, because it offers BIG Value and Unmatched Performance... and Most Important to YOU is the BIG PROFIT in the Kisco Line!

Compare and Be Convinced That Kisco Offers You the Hottest Line for Cool Comfort and Cool Profits

ALL STEEL

5 YEAR GUARANTEE



THE KISCO KID SAYS:

"No Fooling— Kisco's More Cooling"

And Now... The Outstanding Sales Builder and Profit Producer... The New Kisco

REGAL-AIRE JR.

At A Low Introductory Retail Price of only $36.95

12 Inch, 2 Speeds, All Steel . . . No fragile parts to service or replace, causing customer dissatisfaction and loss of profit. Furnished in Rose-Beige or Chartreuse with Black Suede top.

THE KISCO LO-AIR



THE KISCO ADJUSTO-AIR



KISCO CABINET WINDOW FAN

KISCO COMPANY Inc.

2400-40 De KALB STREET - ST. LOUIS 4, MO.

Placing Record Washer Order



OFFICIALS of Altorfer Bros. Co., and Horn & Cox, Los Angeles, confer on details of what company officials believe to be the largest order ever placed by a single distributor for automatic washers. Order covered 20,000 washers. From left to right are Ray Cox, president of the Los Angeles distributorship, Edward Becker, West Coast division manager for ABC, H. W. Altorfer, ABC general manager, and Harold Rice, sales manager for washers and appliances at Horn & Cox.

Farm Study

A detailed study of the use of electricity on farms in north-central North Dakota has been published by the Bureau of Agricultural Economics of the U.S. Dept. of Agriculture and the Agricultural Experiment Station of North Dakota Agricultural College.

The study notes that in the interval from January 1, 1945 to June 30, 1952 the percentage of area farms using central station power has risen from 10 percent to nearly 80 percent. The researchers conclude that the two most important factors influencing the amount of electricity used on farms in the area were (1) the length of time the farm had been electrified, and (2) the amount of farm income. Only a slight relationship was found between the size of family and consumption of electricity.

As far as usage of electricity was concerned, the most universal use was for lighting. The report also notes that "families showed a definite and uniform pattern in choice of equipment. Radios, washing machines and irons were reported on 96 percent of all farms. Nearly 90 percent had refrigerators." Approximately 86 percent of the total energy was used for household purposes. Food freezers were found on 30 percent of farms; 90 percent used either freezers or commercial lockers.

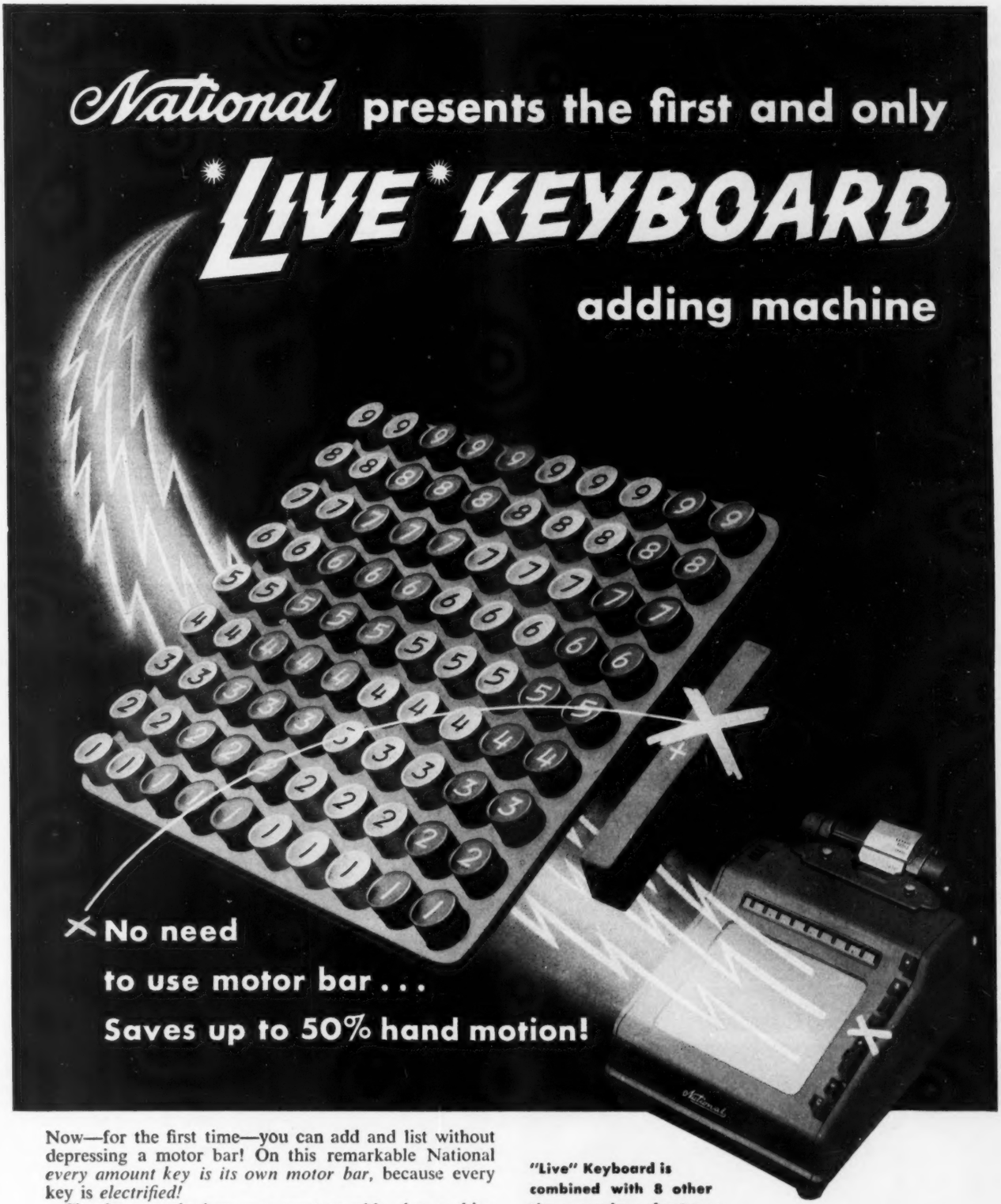
The study notes that LP gas "provides considerable competition". Although 29 families replaced gas ranges with electric models, 13 families purchased gas ranges after the farm had been electrified.

Prepare Commercial School



DIAGRAMS AND MODELS to be used in a series of commercial workshops sponsored by Hotpoint's commercial equipment division are examined by vice-president Orrin E. Wolf, left, sales manager Walter Sormane, center, and D. W. Grosshandler, sales education manager. The three-day workshops are intended as "postgraduate" courses for dealer-distributor-utility personnel who have already attended a Hotpoint commercial school or clinic.

National presents the first and only "LIVE" KEYBOARD adding machine



Now—for the first time—you can add and list without depressing a motor bar! On this remarkable National *every amount key is its own motor bar,* because every key is *electrified!*

Simply press the keys you want to add—the machine does it instantly! Your hand need never leave the "Live" Keyboard when adding amounts. *You save up to 50% hand motion.*

National's "feather-touch" action makes it easier than ever to press two or more keys at once—more time-saving! All ciphers print automatically—still more time saved! Operators love it—they do their work with so much less time and effort.

Printed words cannot explain all the advantages of this "Live" Keyboard. See a demonstration today!

"Live" Keyboard is combined with 8 other time-saving features found only on National: Automatic Clear Signal • Subtractions in red • Automatic Credit Balance • Automatic space-up of tape when total prints • Large Answer Dials • Easy-touch Key Action • Full-Visible Keyboard • Rugged-Duty Construction.

For demonstration phone the nearest National office or National dealer.

National
ADDING MACHINES • CASH REGISTERS
ACCOUNTING MACHINES

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO

League Holds Annual Meeting



OLD AND NEW PRESIDENTS of the Electric League of Los Angeles share the speaker's table with the group's managing director and guest speaker Jack Lacy during annual banquet meeting. From left to right are retiring president Ed Young, managing director Glen Logan, Lacy, and new president Ray B. Cox.

Clothes Line Story



RED DRAWERS and a short clothes-line were gimmicks used by Allen B. Du Mont Laboratories, Inc., in its Furniture Mart exhibit to tell part of the firm's 1953 merchandising story. From left to right are Bill Rutherford of Specialties Distributing, Detroit, Joseph Rigor, Du Mont central regional service manager, Leonard Turnbull, Specialties' president, and Joseph H. Moss, Du Mont's manager of distribution.

Conference in Work Center



SALES PLANS for Arvin electric housewares occupy ad manager James M. Jewell, Gordon T. Ritter, director of electric housewares sales, and Miss Rhea Shields, home economics director for the firm, as they enjoy a cup of coffee in the company's new home demonstration and work center. Establishment of the demonstration center is one of the first steps in setting up the firm's training activities for the year, Ritter said.

More Cool Homes

More than 50,000 homes will be equipped with complete air conditioning systems this year, according to S. J. Levine, general manager of G-E's home heating and cooling department. This will double last year's figure of about 25,000 installations, he said.

Of the 50,000 homes, about 30,000 will be new dwellings. He pointed out that a recent poll by the National Assn. of Home Builders indicated that 40 percent of the 255 prominent builders contacted were planning on offering air conditioned homes this year. Levine predicted that within 10 years the dollar volume of residential air conditioning sales would exceed commercial and industrial sales combined.

Levine placed a general estimate of between $800 and $1200 on the initial cost of air conditioning and said that power costs for summer cooling of a house in the New York area would run between $35 and $50 a year.

Water Systems Month

Distribution is now being made of a four-color poster for dealer use in tieing-in with National Water Systems Month in May.

The four-color poster revolves around this year's theme of "Plenty of Water–Plenty of Pressure with a Bigger, Better Modern Electric Water System." Emphasis in this year's promotion is not merely on the advantages of running water on the farm but on the necessity of having a water system of adequate capacity. Officials of the National Assn. of Domestic and Farm Pump Mfrs. estimate that there is now a replacement market of 1.2 million systems as well as a market for nine million new systems. The replacement market has been created by stepped-up water demands of larger families using more appliances.

According to Herbert C. Angster, executive secretary of the group, sales during each succeeding year of the promotion have exceeded sales during the corresponding month during the previous year.

Host at Chicago Party



EXECUTIVES of Coolerator visit with members of the Ladies' Home Journal staff during reception given by the magazine at the Furniture Mart in Chicago during market week. From left to right are Robert B. Davis of the Journal Chicago office, N. C. Sabee, ad manager for Coolerator, Margaret Davidson, household editor for the Journal, and Coolerator sales and advertising director H. C. Beresford.

Marketing Briefs

● The average family's budget troubles may be due to too little planning instead of too little money. That's the opinion of Household Finance Corp.'s consumer education department, which has published a series of "money management" booklets to help consumers with their financial planning. They're available by addressing the company at 919 N. Michigan Ave., Chicago 11, Ill. Cost is $1.

● A revised edition of the book "Keys to Selling Department Stores" by James C. Cumming has been published by Fairchild Publications, Inc. It is priced at $3 a copy.

● A "blender-method" cookbook containing over 500 recipes is being given away to purchasers of Osterizer liquefier-blenders. Written by Ruth Ellen Church of the Chicago *Tribune* and published by Bobbs-Merrill, the book is being given away as a premium to Osterizer purchasers by the John Oster Mfg. Co.

● Westinghouse has expanded its four-year-old Equity Plan which is designed to encourage local banks and lending institutions to finance dealer purchases. C. F. Gilbert, manager of the firm's retail finance division, said that the revised plan goes beyond any previous plan in protecting lending institutions against financial loss should merchandise be physically damaged or wrongfully removed. It also provides for repurchase of any floor plan repossessions.

● Plastic accessory items which have been included as standard equipment with Cory's deluxe stainless steel automatic coffee brewers are now being included as standard items with the

Zenith's "Helping Hands"

FOR YOUR BIG SPRING PUSH ON CLOCK RADIOS

This spring, push the Clock Radios that offer you a host of helping hands . . . ZENITH!

Zenith makes sales easy for you with *the most complete and merchandiseable line of Clock Radios in the business.* Priced for step-up selling, from $34.95 to $74.95* retail. Backed by an all-out promotion program that will send your Zenith Clock Radio sales soaring.

POWERFUL NATIONAL COLOR ADVERTISING!

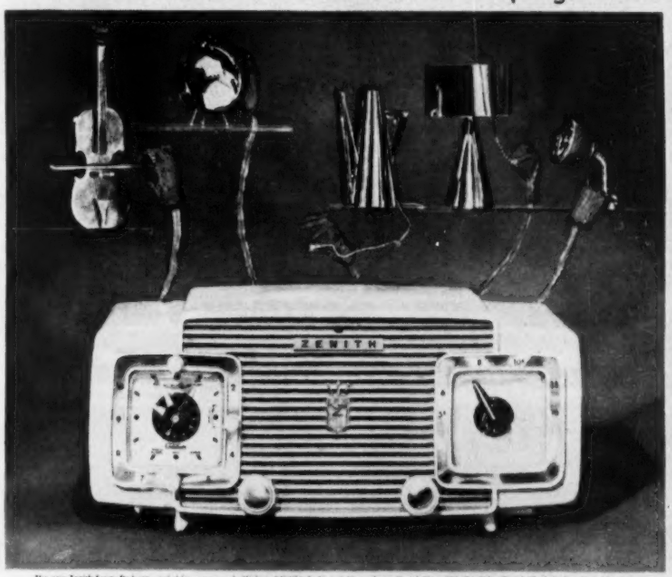
Full-color pages in these mass magazines:

Saturday Evening Post . . . March 21 Issue
Look . . . . . March 24 Issue
Holiday . . . . . April Issue

Full-color pages reaching the profitable Farm Market:

Country Gentleman . . . . . May Issue
Farm Journal . . . . . June Issue
Progressive Farmer . . . . . May Issue

A New Clock Radio with a Host of Helping Hands







Illuminated Island Display! Displays 5 Zenith Clock Radios, visible from any direction. Alternating flasher units light up the 3 top sections. Lithographed in full color. For use in your window or anywhere in your store. Order one from your Zenith distributor today.

Newspaper Mats! Radio Spot Commercials! Zenith furnishes a wide selection to bring prospects into *your* store and help *you* profit during this promotion.

Feature Zenith Clock Radios in your Zenith "Merchandise Mart"! (If you don't have this buy-appealing Zenith display unit order one now from your Zenith distributor.)

The more you have to offer, the more sales you'll make. When it comes to Clock Radios, you have the *most* to offer with Zenith.

ZENITH

The royalty of television and RADIO®

ZENITH RADIO CORPORATION, Chicago 39, Illinois • Backed by 34 Years of "Know-How" in Radionics® exclusively • Also makers of fine hearing aids.

*Prices slightly higher in Far West and South.

COPR. 1953



YOU CAN'T MISTAKE ITS QUALITY
YOU MIGHT MISTAKE ITS PRICE

EVEREDY Infra-Red BROILER

Ever have a shopper say "I can't pay *that* much for a broiler"? Turn that shopper into a customer with this inexpensive circular beauty.

Everedy's round design puts "all the heat on all the meat" for fast, charcoal-like broiling. Safe handling with cool Bakelite handles and feet; dual shelves for removable broil pan—with a handle that stays cool, away from heat. Gleaming chrome finish washes like glass or china. . . . Order a supply from your jobber now . . . or write direct for literature and prices.



FREE... with each Broiler goes a colorful, illustrated 16-page Recipe Booklet—prepared by an expert Maryland caterer.

Gift-boxed in a striking corrugated carton, Everedy's Infra Red retails at a volume figure of only $14.95. ($15.95 Denver & West) Order yours now.

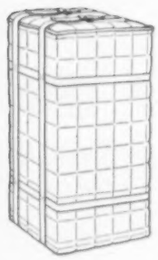
THE EVEREDY COMPANY
Appliance Sales Department
FREDERICK, MARYLAND

VOLUME PRODUCERS OF ELECTRIC BROILERS SINCE 1933

PROTECTION . . . with



WEBB SLINGABOUTS



NEVER FORGET TO PROTECT

Avoid damage in transit! Use Webb Slingabouts to protect appliance finishes, facilitate handling and movement through narrow doorways, etc. Slingabouts are protective jackets of rugged canvas . . . thickly padded to absorb shock . . . lined with soft, scratch-preventing flannel . . . and equipped with sturdy sling for safe handling. You can slip them on in seconds, use them for years; save time and money, win customer's good will! Sizes for all leading makes of appliances.

--SEND TODAY!

WEBB MANUFACTURING CO., 2918 N. 4th St., Phila. 33, Pa.

Send Slingabout prices for Model #_____

Make_____ (Refrigerators, Radio, TV, Range, Washer, Other (please specify))

Name_____

Address_____ Check Appliance

City_____ **State**_____

cluded are a plastic safety stand for upper bowl and plastic coffee measure. Price of the "EAB" unit has been raised from $28.50 to $29.95.

● A "Treasure Island" sales contest with a trip to Bermuda or Honolulu as the top prize is being conducted by Westinghouse's electric appliance division for distributor salesmen of the firm's vacuum cleaners. The contest, in which prizes are determined on the basis of sales quotas closes on March 31.

Ten Point Plan

Want to know how to tie in with this year's electric housewares gift campaign?

NEMA's electric housewares section, sponsor of the event, has come up with this 10-point plan which it is urging manufacturer salesmen to present to retailers. Here's their step by step program for putting the gift program in effect:

(1) Use the permanent dealer decal on your door or window.

(2) Use the free gift-occasion streamers in displays.

(3) Use free ad mats available at local newspapers for your electric housewares advertising.

(4) Enter pictures of your housewares windows in the NEMA display contest.

(5) Use "fact-packed" selling signs on displays.

(6) Offer a gift wrapping service.

(7) Install a front door display.

(8) Check stocks frequently.

(9) Use the campaign's "spring sales planner."

(10) Merchandise every gift-selling opportunity.

Two Million in '57

By 1957 annual sales of room air conditioners will come close to the two million mark.

That's the prediction of Herbert L. Laube, president of Remington Corp. and chairman of the room air conditioning section of the Air Conditioning and Refrigerating Machinery Assn. Laube said that the million per year mark would be passed in 1955. Year by year his predictions shape up like this:

1953	.....	590,000 units
1954	.....	805,000 "
1955	.....	1,045,000 "
1956	.....	1,450,000 "
1957	...	close to 2,000,000

Laube's forecasts are based on figures gathered by his company's air conditioning division.

Correction

Due to a printer's error, the caption under the picture in the lower left hand corner of page 215 of February's Electrical Merchandising erroneously identifies Louis J. Collins, sales director for Capehart-Farnsworth, as Eugene Lindemann. Mr. Lindemann is correctly identified in the caption under a picture elsewhere on the page.

The MASTER Line
OF HOME HAIR DRYERS

HAS EVERYTHING



7.95 List Price

THRIFTEE • • • • • • • •
for volume sales.
Highest quality in low priced field. Beautiful plastic housing in gray, wine or beige. Hot or cold air. AC only.
List Price (with chrome stand) $7.95



SUNNY • • • •
Maximum beauty and performance in its price range. Superior to dryers selling for much more. Three sun-splashed colors. AC or DC. List Price (with chrome stand) $14.95



UTILITY • • • •
Professional performance at a minimum price. Portable use only. Hot or cold blast. Green hammerloid finish. Long trouble - free performance. AC or DC. List Price $17.95



GENERAL • • • •
Ultimate in performance. Comes with detachable stand. Blue hammerloid metallic finish. Hot or cold air blast. Sturdily built for long hard usage. AC or DC. List Price with chrome stand) . $19.95



ADMIRAL • • • •
Tops in both beauty and performance. Acclaimed best on the market by thousand of users. Die-Cast housing, sturdy AC-DC motor, quiet fan. Hot or cold blast. Combination polished aluminum and plated finish. List Price (with chrome stand) $21.95

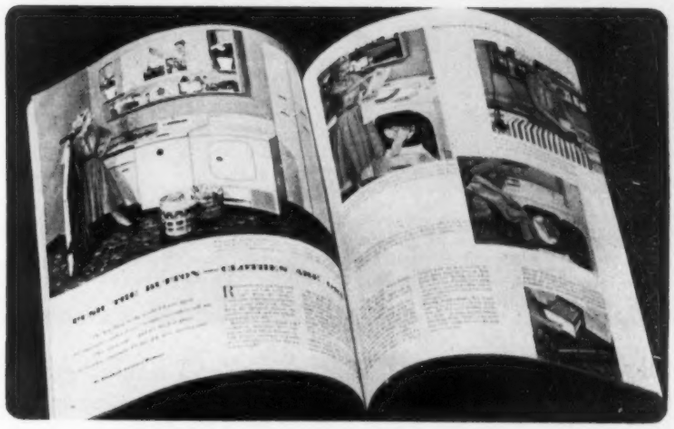
All Master hair dryers exclusively equipped with famous PLASTURBO blower wheels. Also mfrs. of the MAMCO HEAT GUN. See your distributor or write . . .

Master APPLIANCE MFG. CO.
RACINE, WISCONSIN

When Mrs. Barbara Hochfelder, of Levittown, New York ...



read this appliance article in November McCall's ...



she bought a clothes dryer from Ed Samuel of Sunset Appliances, Inc.



2690 Hempstead Turnpike, Levittown, L.I., N. Y.

Nothing sells appliances like an idea from



... McCall's carries more appliance-selling editorial and more brand-selling appliance advertising than any magazine for women. Over 4,400,000 circulation!

Prepare Fedders Commercials



OFFICIALS of Fedders-Quigan pose with agency personnel and movie star Louise Albritton during filming of TV commercials on the 1953 Fedders line of room air conditioners. From left to right are Fedders sales manager Robert Cassatt, Claire Hanlon of the agency, Miss Albritton, Murray Alpaum, New York distributor for Fedders and W. A. Hart, Jr., BBD&O account executive.

Still Champ

Bendix Home Appliances last month laid claim to the title of leading newspaper advertiser among all washing machine manufacturers. It was the sixth straight year, said Bendix officials, that the firm had earned that distinction.

Releasing figures based on a report by The Advertising Checking Bureau, Inc., (covering 80 cities) Bendix said that the firm and its dealers had placed 15 percent of all newspaper washing machine advertising and 22 percent of advertising in the automatic washer category alone. The report showed that 20-odd firms placed 1,277,249 inches of advertising. Automatic washer ads accounted for two-thirds of that total.

William A. MacDonough, director of merchandising-advertising for the firm, said that Bendix' "basic merchandising philosophy dictates more extensive use of newspaper space than of other media" since the firm geared its efforts toward traffic-building in individual dealer stores. For 1953 the firm plans even more newspaper advertising, he said.

New Line Blitz

Nine straight pages of advertising in the March 7 issue of the *Saturday Evening Post* highlights the public introduction of Westinghouse's new appliance lines.

According to J. B. Clemens, ad manager for the appliance division, the nine-page insertion is only one phase of a promotion campaign which also includes distribution of the ads as a special reprint, and use of commercials on four television shows.

It is the first time in 25 years that the *Post* has featured such a concentration of advertising by one advertiser in a single issue, Clemens said, adding that it was the first time such a *Post* insertion had ever been used by an appliance advertiser.

TV shows to be used include the March 2 telecast of "Studio One", March 3 and 5 telecasts of a new afternoon audience participation show called "Freedom Rings" and the March 6 telecast of "Meet Betty Furness." In cities where the March 3 and 5 shows are not carried, 1,000 line newspaper ads with dealer listings will be used.

The *Post* reprint will contain additional editorial articles prepared by the Westinghouse Home Economics Institute.

Five Men on a Car

The problem: splitting one prize (a $5,500 Chrysler Imperial) among five persons.

How it happened: The Hecht Co., Washington, D. C., department store won first prize in a contest sponsored by Philco Corp. for the most outstanding promotion and merchandising of the firm's line in 1952. Who, asked Philco officials, gets the car? The buyer, merchandise manager, associate general merchandise manager, publicity director and the general manager all did their bit in winning the award for the company. To which one should the car go?

The solution: The five department store executives decided the simplest solution was for none of them to take the prize. Instead, they gave the car to the Washington chapter of the National Foundation for Infantile Paralysis for use in the group's fund-raising campaign.

Sign For Daily TV Show



A NOVEL TV PROGRAM which drew enthusiastic reviews from newspaper critics is now being sponsored on a five times a week basis by Broil-Quik Co. The show is the "Mono-Drama Theatre" on which stories are told in five installments by a single actor and minimum sets. Special techniques create the illusion of many characters and action. Signing for the show are, left to right, Perry Frank of WABD, New York, Max Steinbook, a partner in Broil-Quik, and Irwin Zlowe of the Zlowe Co., ad agency.

Promoting Peter Pan

A Walt Disney motion picture, Admiral television and appliances, and Peter Pan peanut butter all climbed on the same band wagon last month.

Admiral's multi-million dollar advertising program is built around tie-ins with Disney's new full length cartoon feature, "Peter Pan." The Admiral promotion will get a helping hand from Derby Foods, Inc., producers of Peter Pan peanut butter; the firm will have displays in 20,000 grocery stores calling attention to the Admiral promotion and premium offers.

Included in the Admiral program are national magazine and newspaper ads, billboards, dealer displays, theater promotion and coloring books and play sets for children.

Major feature of the promotion is the giveaway of toy television studios to all children who bring their parents into stores for an Admiral product demonstration. The studios contain "sets" for Peter Pan plays, an adventure story, a Western thriller and a Three Little Pigs story. (Obviously, an announcer and miniature models for an Admiral commercial together with a script book for the commercials are also provided).

During premieres of the shows, Admiral distributors will give out full-color Peter Pan comic books.

Ready Blanket Campaign



PLANS FOR THE LARGEST "off season" automatic blanket campaign in G-E's history were laid at a special meeting in New York last month. On hand were, from left to right, P. A. Wassmansdorf, advertising manager for the small appliance division; A. L. Scaife, sales planning manager; C. R. McLean, automatic blanket sales manager; R. O. Fickes, automatic blanket department manager; and R. E. Boian, division marketing manager.

You offer so much more

when you sell General Electric Room Air Conditioners



PLUS: **Quiet, efficient performance! Factory-sealed Cooling System! Fingertip Controls! Three No-Draft Air Directors! Easy Installation! G-E 5-year Protection Plan!**



Choice of two models for home or office. Models FA 55B (one-half horsepower) and FA 75A (three-quarters horsepower) provide cool, cool comfort for average rooms of approximately 300 sq ft and 500 sq ft respectively. Each General Electric model has a dependable, factory-sealed refrigeration unit.

THIS SEASON, *sell* your customers the room air conditioner that has so much more to offer . . . the conditioner that gives them new luxury features at no extra cost.

And bear in mind this important fact: *A 1951 survey shows that 55.7% of the people interviewed believe that G. E. makes the best appliances for the home.* Over the years, people have found that the best features are always built into dependable G-E products.

You get *real* support

Your customers will read the exciting advertisements about the new G-E Room Air Conditioners in LIFE magazine. There will be hard-hitting key market promotions. Practical cooperative allowances. Sturdy display stands. TV and radio spots. Full-color movie trailers.



Don't get cornered again this summer!

See your General Electric distributor today. *Right now he may extend unusually favorable floor-plan terms.* Ask him to help you plan your sales program and train your sales and servicemen. Get off to an early start—better order more than you did last year. General Electric Co., Louisville 2, Ky.

So quiet! So very dependable!

GENERAL ELECTRIC

Televised Dealer Show



TO CAPITALIZE on local interest in television, Osborne & Dermody, Inc., Reno, Nev., used a special telecast emanating from their display rooms to show new Philco product lines to dealers assembled in the Hotel El Cortez, a block away. Dealers were urged to use a similar set-up in arranging "a day on television" for their stores during which customers and townspeople would be able to see themselves on the screen. Seated above are Paul Jones and Jack Lang of Osborne & Dermody. Behind the camera is Harper Dowell, Philco Pacific division manager.

Versatility Awards

Manufacturers of a sewing machine, a combination appliance and a broiler-rotisserie were honored last month by Hess Bros., Allentown, Pa., department store, as winners in the firm's second annual "Versatility in Design and Use" competition.

Grand prize winner in the home furnishings division of the competition was the Necchi Sewing Machine Sales Corp. for their desk model sewing machine. In the home appliance division, General Air Conditioning Corp. was awarded top honors for its combination sink-range-refrigerator. An honorable citation scroll was given Broil-Quik for being first in the field of electrical housewares with its infra-red broiler and rotisserie combination.

The competition is sponsored by the Allentown store as a means of encouraging manufacturers "to create new products that can serve the consumer in more than one way."



A GRAND PRIZE in Hess Brothers recent "Versatility in Design and Use" contest is presented to Milton Heimlich, right, of Necchi Sewing Machine Sales Corp. by Max Hess, Jr., president of the Allentown, Pa., department store.

Contest Clicks

The effectiveness of selling sewing machines through home appliance dealers was "conclusively proved" by results of Free Sewing Machine Co.'s recent American Made Fashion Award, sales promotion manager Irving X Burg, said recently.

He said that factory orders received during the promotion "exceeded our most optimistic expectations and are currently continuing to increase beyond normal seasonal trends."

The $680,000 promotion was held last fall; entrants were asked to name the typical American fashion by brand names and pattern numbers. Over 50,000 persons entered the unusual contest.

Heavy Ad Campaign

The heaviest national TV advertising campaign in the firm's history will be used by Sparton Radio-Television next month. The advertising campaign is built around 13 full-color pages in *Life* magazine and will be backed up by an extensive promotional and merchandising program.

The ads will feature two themes; copy will employ the phrase "Featured by America's fine stores" and layouts will "treat thematically the 'vivid realism' of Sparton performance," company officials said.

The merchandising program will be tailored to fit each of three basic markets—"new, unsaturated, and replacement". According to sales manager B. G. Hickman, the entire program will be further strengthened by seasonal promotions.

A "material increase" in sales for the 1953 line was forecast to company salesmen in January by president John J. Smith.

$50,000 for Parts

Over $50,000 in merchandise prizes are being offered as part of what Crosley officials call the "largest sustained parts and accessories merchandising program ever attempted in the appliance and electronic industry."

Crosley dealers, service companies and jobbers are eligible to participate in the promotion which runs for ten month (closing November 30). Point values for prizes have been established for Crosley appliance and electronic parts and accessories.

Crosley has three aims in mind in bankrolling the promotions; (1) encouraging dealers to carry sufficient stocks; (2) reminding dealers that service leads to sales; and (3) helping dealers in new TV areas to set up their TV service on a sound basis.

Advertising Briefs

● Appliance manufacturers doubled their premium offers last year and are "the big field to watch in 1953" according to a forecast in the annual Blue Book review issue of *Premium Practice* magazine.

● Some 500 "Young America" homes will be built this year under the sponsorship of G-E major appliance distributors, George D. Kobick, manager of the firm's Home Bureau said last month. G-E and its major appliance distributors will promote the home-building plan nationally and locally. Although the program was started only last year, more than 50 homes were built by the end of the year.

● The first full scale national advertising schedule in the company's history was launched late last month by Mitchell Mfg. Co. on the firm's line of room air conditioner. The ads are designed to emphasize the year-round application of the new Mitchell units; "winter" ads feature a small inset of the summer ad and the summer insertions carry a small inset of the winter ad.

● Four new publications have been added to the Sylvania advertising schedule according to William D. Stroben, advertising and sales promotion manager of the radio and television division. Eight magazines will share the enlarged schedule. The division has also assumed co-sponsorship of "The Shadow," a Sunday radio show.

● A special promotion featuring a 54-inch cabinet sink for $99.95 ($104.95 in the West) will be offered by Youngstown Kitchens dealers during the first half of the year. C. D. Alderman, general manager of merchandising for the firm, said the 54-inch unit had been chosen because of its success on two previous occasions.

● General Electric's lamp division has assumed sponsorship of the Thursday telecasts of "Jane Froman's U.S.A. Canteen". The show is seen on approximately 30 CBS stations.

● A 12-page "comic page" promotion piece in full color is being used by Westinghouse's lamp division to announce a novel point of sale premium to dealers. The premium is a two-in-one planter-feeder, which consumers can obtain by sending 50 cents and the outer wrapper from a three-bulb lamp carton to Westinghouse. Sunday comic page ads and TV are also being used in the campaign.

Name Officers

Gail S. Carter of Permo, Inc., and Joseph Dworkin of the Dynavox Corp., have been elected chairman and vice-chairman, respectively, of the Phonograph Industry Committee. The joint committee is under the auspices of RTMA, the Record Industry Assn. of America and the Phonograph Mfrs. Assn.

During a committee meeting in late January, members of the group suggested that their program should include a "mutual assistance pact" by the various industries represented with the aim of increasing sales of records and recording apparatus. It was revealed that twice as many manufacturers will offer phonograph combinations in their lines this year as in 1952.

Prizes for TNT Winners



SALES VICE-PRESIDENT C. F. Lucas awards prizes to two winners in Florence Stove's national "TNT" sales training contest. At right is T. P. Nugent, New England division manager who won the division manager's award; at left is southeastern division manager C. P. Connally, Jr., honored as head of division whose salesmen had the highest average in the sales contest.



SAVE 8 DAYS IN JUNE FOR A TRIP TO PARADISE



IT'S **FREE** TO WINNING DEALERS IN

Admiral's VIRGIN ISLE REGATTA

Don't miss it! Most exciting saleing event in years. Climb aboard with Admiral refrigerators and TV right now. Chance to win a wonderful, all-expenses-paid sojourn in island paradise next June. It's easy—if you don't wait!

Contact your Admiral Distributor at once for complete details!





More, More, MORE proof that

Admiral

is the fastest rising power in all the appliance industry

ADMIRAL CORPORATION • 3800 W. CORTLAND STREET • CHICAGO 47, ILL.


Upright Home Freezers


Chest-type Home Freezers


Dehumidifiers and Room Moisture Conditioners


Room Air Conditioners


Flash Defrosting Refrigerators


Dual-Temp Refrigerators


Flex-O-Heat Electric Ranges



VOLKANO

*Portable Electric Hand Lantern with SEALED BEAM

Volkano lanterns are engineered so perfectly that they will operate even when completely immersed in water. Standard 6 volt batteries last up to 8 times longer with Volkano's remarkable sealed beam.

Yet Volkanos are so powerful that they will throw a steady, bright beam up to half-a-mile.

For Bigger Profits, surer sales and complete customer satisfaction, stock the entire Richberry line.







RICHBERRY ELECTRIC CO. Affiliate of Gimco Tool and Mfg. Co.
2335-45 WEST CERMAK ROAD, CHICAGO 8, ILLINOIS

New OZONE LAMP GLOWS THROUGH FLUORESCENT SHADE



The Airistocrat uses Ozone to banish objectionable household odors, cooking smells, tobacco smoke, bathroom odors —keeps rooms smelling sweet and fresh as the dawn.

- works continuously
- plug it in—forget it
- costs pennies per month to operate

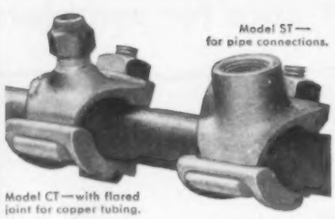
Single and twin lamp units retail at **$6.95** and **$10.95**

UL Approved—unconditionally guaranteed
Call your jobber today—or send us his name when writing for full information.

AIR-TRON
A product of Roy C. Stove & Co.
VALPARAISO, INDIANA

Quick easy way to make gas connections

FOR LAUNDRIES, DRYERS, REFRIGERATORS, AND OTHERS



SKINNER-SEAL SADDLE TEE—for making gas and water connections. No pipe cutting or threading. Quick. Easy. Cuts costs. For gas refrigerators, home laundries, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.
SOUTH BEND, 21, IND., U. S. A.

DISTRIBUTORS APPOINTED

Admiral Corporation

Three new firms have been named to distribute Admiral products:

Berebeth Corporation, Honolulu, T. H.

August J. Krisch Co., San Antonio, Texas

R & M Distributing Co., Fort Smith, Ark.

Amana Refrigeration, Inc.

Amana has announced the appointment of two new distributors:

Amana-San Joaquin Distributors, Fresno, California

Stanley Merchandising Co., Rochester, N. Y.

Arvin Industries

The Colen-Gruhn Co., Inc., of New York has been named exclusive Arvin TV distributor in the metropolitan New York and Westchester area.

Bendix Division Avco Manufacturing Corp.

New distributors for Bendix home appliances in Washington and Baltimore have been announced:

Samson Distributing Co., Washington, D. C.

Greber Distributing Co., Baltimore, Md.

Berns Mfg. Corp.

Barney De Ramus and Associates Los Angeles, Cal., have been named sales representatives for Berns "Air King" fans in California, Arizona and Nevada.

Blackstone Corp.

Anchor Distributing Co., Pittsburgh, Pa., has been appointed distributor in the tri-state area for Blackstone home laundry equipment.

CBS-Columbia, Inc.

Four new distributors have been named to handle CBS-Columbia radio and television receivers:

Certified Radio Supply Co., Middletown, N. Y.

Gilbert Brothers, Inc., Portland Ore.

Horrocks-Ibbotsen Co., Utica, N. Y.

B. T. Crump Co., Richmond, Va.

Coolerator Co.

Two firms have been appointed as distributors for the company:

Adolph Fruchter and Sons, Philadelphia, Pa.

H. G. Lipscomb and Co., Nashville, Tenn.

Deepfreeze Products Div., Motor Products Corp.

Anchor Distributing Co., Pittsburgh, Pa., has been appointed exclusive distributor for the company's products in western Pennsylvania, and sections of Ohio and West Virginia.

Duo-Therm Division Motor Wheel Corp.

Gray Sales Co., Somerville, Mass., has been appointed distributor for the state of Rhode Island and sections of Massachusetts and New Hampshire.

Mart Signing



SEEN AT the Furniture Mart in Chicago as American Wholesalers, Washington, D. C. sign contract to distribute Gibson Refrigerator Company's products are, standing, (l. to r.) J. L. Gibson, vice president in charge of Gibson sales; "Abby" Abbamonte, American Wholesalers; F. L. Sacha, manager of Gibson sales. Seated are Tom Privot, sales manager American Wholesalers and George Lubenow, Gibson divisional sales manager.

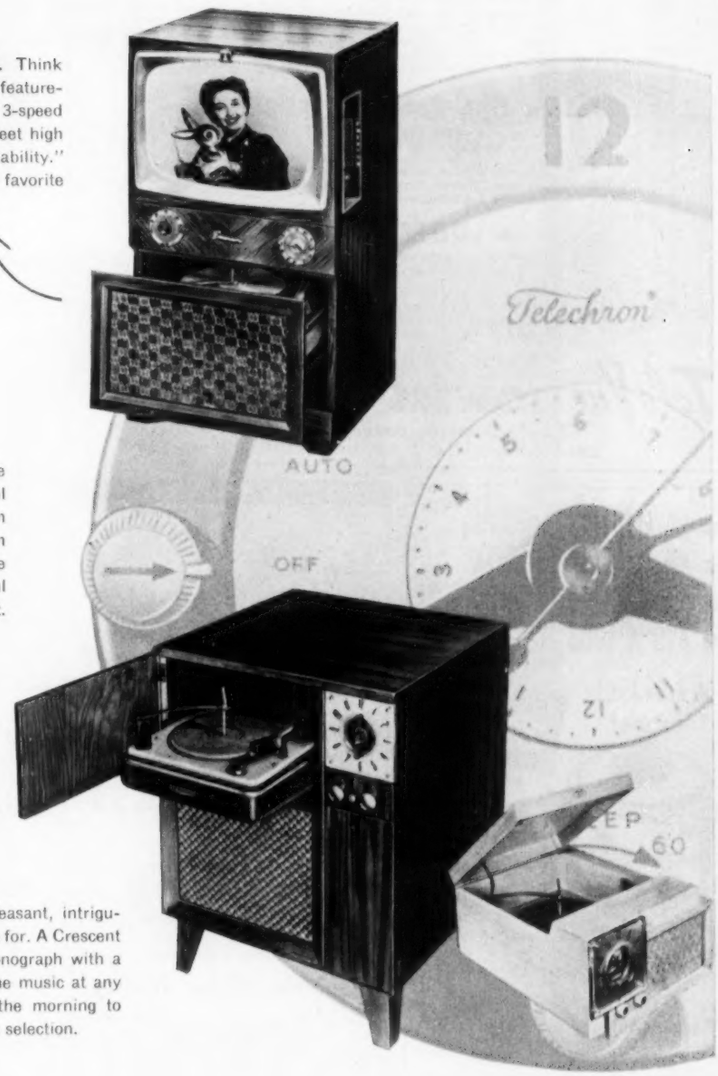
The Telechron Timer idea is getting around!

Used in 25 brands of clock-radios, now Telechron Timers are adding extra "sell" to TV and phonographs

TV, RADIO, 3-SPEED PHONOGRAPH COMBINATION. Think how many sales you could make with this feature-packed Emerson console. A TV, radio and 3-speed phonograph combination in a cabinet only 3 feet high . . . plus a Telechron Timer to give it extra "salability." Timer can be set to turn radio on or off. Time favorite programs. A real convenience.



TELEVISION. Never miss a favorite program with this giant 27" Sentinel TV. The Telechron Timer turns it on—automatically—at the time set. Can be set to turn it off, too, in any time up to an hour. Handsome, useful Telechron electric clock on the front.



PHONOGRAPHS. Here's a pleasant, intriguing idea music lovers will go for. A Crescent console or table model phonograph with a Telechron Timer to start the music at any preset time. Wake up in the morning to recorded music of your own selection.



. . . AND 25 LEADING BRANDS OF CLOCK-RADIOS also use Telechron Timers. Give you the double advantage of easier sales and better assurance of satisfied customers. When you sell, point to the Telechron trade-mark on the clock face. People everywhere recognize it . . . respect it. Telechron Department, General Electric Company, 123 Homer Ave., Ashland, Mass.

Telechron®
MARK OF TIMING LEADERSHIP



more people ask for

Tele-Vue T.M. REG.

THE ONLY NAME IN TELEVISION TOWERS

. . . with the FEATURES That Mean EXTRA PROFITS FOR YOU!

• NATION-WIDE PUBLICITY

Advertising in *Saturday Evening Post*, publicity in *Forbes* and other national magazines gets the TELE-VUE story across to millions of people . . . tells them and sells them that the 40 ft. TELE-VUE TOWER picks up TV reception from distant stations . . . improves home appearance . . . eliminates damage to roof and dangerous guy wires in yard.

• ONE-MAN INSTALLATION

One man erects the TELE-VUE TOWER. No guy wires. Weight only 60 lbs., made of sturdy aircraft-type steel tubing. Hinged at base . . . for antenna installation or quick servicing may be laid flat on ground. Storm safe, too, tested in high winds where other towers collapse. Cranks down from 40 to 20 feet for added protection. Lightning safe.

• LOWEST DELIVERED COST

We make *immediate delivery* from centrally located factory and warehouse stocks near you.

FREE! Complete local merchandising campaign available to every TELE-VUE dealer! Get on the band-wagon now! WIRE OR WRITE TODAY FOR FULL DETAILS AND PRICES.

Tele-Vue T.M. REG. TOWERS INC. 701-E 49TH ST. S., ST. PETERSBURG, FLORIDA

460 EAST STREET, ERSKINE, MINNESOTA

2301-G UNIVERSITY AVE., S.E., MINNEAPOLIS, MINN.

• AN ELECTRIC SAUCEPAN
• AN ELECTRIC ROASTER
• AN ELECTRIC CASSEROLE
• AND A FOOD WARMER TOO!

America's Finest

Burpee AUTOMATIC-ELECTRIC



DEEP FRYER AND COOKER UTILITY

$26.95 List Price

GIFT WRAPPED

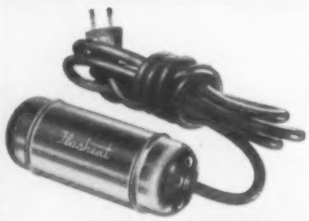
Burpee leads the field with round, seamless, stainproof aluminum construction, spatterproof cover, self-draining basket, removable element—temperature controls for all basic cookery as well as perfect deep frying. Write for sample, details.

5 YEAR GUARANTEE!!

THE BURPEE CO.

Dept. B-3

BARRINGTON, ILLINOIS



HOT WATER FAST With Flasheat

America's Favorite

Electric Water Heater

Just put the unit in a container of water and plug into electric circuit (110 volt AC or DC). Weighs 1 lb. 2 oz. Heats water in record time.

Has many uses, such as: Heating water for laundry, bath, shaving, warming baby's milk, sterilizing bottles, heating canned foods, etc. Ideal for homes and farms not having any other good way to heat water fast and conveniently.

ONLY $5.95 LIST

SOLD ONLY THROUGH JOBBERS

•

Write for Literature

•

G. L. ELECTRIC CO.

20725 Harper Detroit 24, Mich.

West Coast Signing



LOS ANGELES distributor Horn and Cox becomes new west coast representative for Schaefer, Inc. Harold D. Rice, sales manager of Horn and Cox is shown as he signs franchise while B. W. Hanson, president of Schaefer, (left), and Schaefer's west coast representative, Mervin O. Symons look on.

Kelvinator Div., Nash Kelvinator Corp.

Five new distributors have been named by the company.

McCormack and Co., San Francisco, California

Southern Appliances, Inc., Charlotte, N. C.

The Eastern Company, Cambridge, Mass.

R. U. Lynch, Inc., Providence, R. I.

Emery-Waterhouse Co., Portland, Me.

Norge Div., Borg-Warner Corp.

Five new companies have joined the Norge distributor chain:

Charles B. Scott Co., Scranton, Pa.

Rott-Keller Supply Co., Fargo, N. D.

Distributors, Inc., Jacksonville, Fla.

Ambassador Distributors, Inc., Miami, Fla.

W. A. Case & Son Mfg. Co., Buffalo, N. Y.

Fedders-Quigan Corp.

Roth Appliance Distributors, Milwaukee, Wisc., have been appointed exclusive distributors for Fedders air conditioners and dehumidifiers in Wisconsin and upper Michigan.

Gibson Refrigerator Co.

American Wholesalers, Washington, D. C., has been named to distribute Gibson products in the metropolitan Washington area.

Harderfreez Div., Tyler Fixture Corp.

Two companies have been named to handle the HARDERfreez home freezer line:

Crandall Wholesale Co., Detroit, Mich.

Honlon-Snitz & Co., Kansas City, Mo.

Whirlpool Corp.

Five new distributors have been appointed for the Whirlpool Corporation:

Pearce and Johnson Co., Jacksonville, Fla.

Roskin Distributors, Inc., East Hartford, Conn.

Roskin Brothers, Inc., Albany, N. Y.

Onthank Davidson Co., Davenport, Iowa

Burden-Bryant Co., Springfield, Mass.

Emerson Radio & Phonograph Corp.

Emerson's distributor organization has been augmented by the appointment of four new distributors:

Savage & Son, Inc., Denver, Colorado

Roanoke Electronic Supply Co., Roanoke, Va.

Turner Distributing Co., Springfield, Mo.

Young's Wholesale Furniture and Appliances, Wichita, Kans.

Allen B. Dumont Labs., Inc.

Three new companies have joined the Dumont distributor chain:

Bernard Distributing Co., Peoria, Ill.

G & W Sales, Phoenix, Arizona

Mid-West Timmerman Co., Davenport, Iowa

Waring Products Corp.

Tonnies-Handon, St. Louis, Mo., has been named as distributor for the company in the St. Louis area.

York Corp.

Equipment Distributors, Inc., Boston, Mass., has been announced as exclusive distributor of York air conditioners in Eastern New England (excluding Maine).

"UHF BLITZ KIT" SELLS RAYTHEON IN ROCKFORD!







All the problems of UHF and VHF suddenly came to a head in Rockford, Ill. The FCC granted a construction permit for UHF Channel 39, and assigned VHF Channel 13 for commercial use.

Into the middle of this Raytheon TV landed with both feet, with a beautifully planned, all-inclusive "UHF Blitz Kit" that made Raytheon TV first in name recognition and demand, first in sales!

The "blitz kit" includes full promotional and advertising activities for four important phases: Breaking Ground, The Build-Up, The Blitz, and The Follow-Up.

This unique and super-successful "UHF Blitz Kit" is a complete package, extremely flexible and adaptable to any market. If you're a Raytheon dealer—or would like to be one—get in touch with your Raytheon distributor right away for the full and profitable story!



There's a Raytheon TV in both "Continental" and "Suburban" models to fit your customers' every home style and interior . . . to retail from $199.95 to $750. Federal Excise Tax and One-Year Warranty included.

Raytheon tv

RAYTHEON TELEVISION

Guaranteed by Good Housekeeping

World's Largest Producers of UHF Television Receivers

RAYTHEON TELEVISION & RADIO CORP., 5921 W. Dickens Ave., Chicago 39, Ill.

IDEA DIGEST



INFORMED deliverymen are a requirement for Amana-Chicago, which gives frequent indoctrination courses for truckers handling Amana deliveries. Men are thoroughly schooled in answering questions housewife is liable to ask when delivery is made.



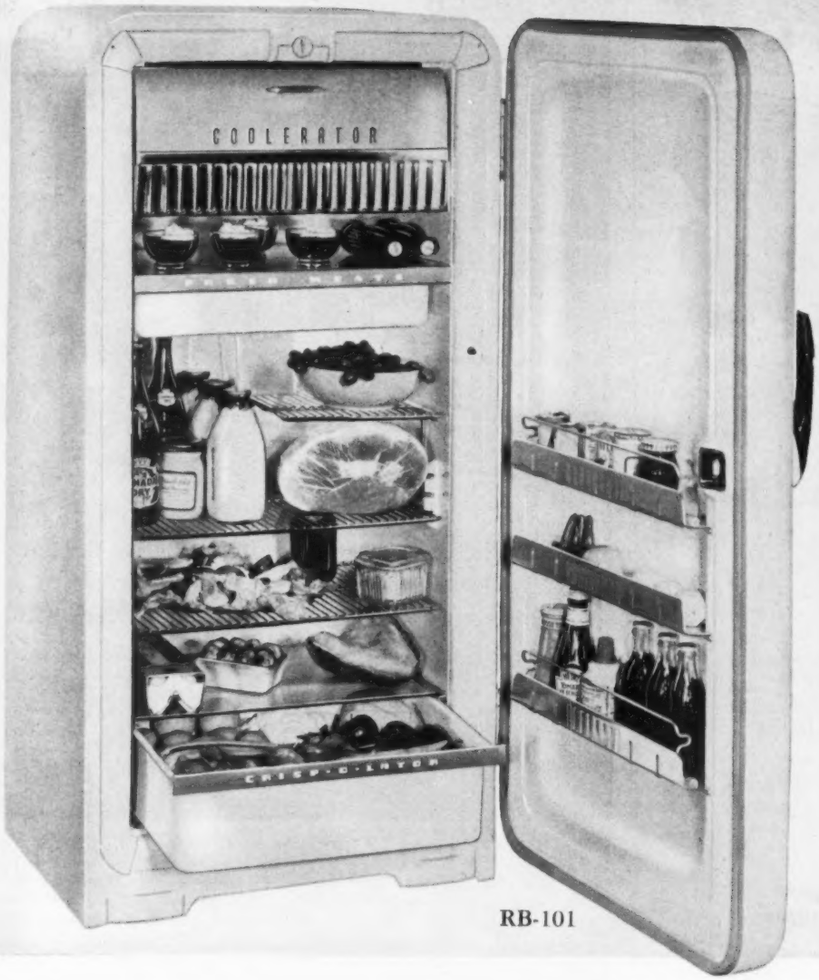
PARADE OF OLD CARS helps G-E Supply Co., Phila., convey the idea that their line of TV sets has something new to offer. Cavalcade stopped in front of dealers' stores and drew big crowds to whom pretty girls gave handbills pointing out features of the sets.



SPECIAL SERVICE offered by the Hinton Furniture store of Hinton, West Virginia, is a loan refrigerator, delivered pre-chilled to customers whose own boxes are going to the shop for repairs. Servicemen even help the housewife transfer the food.



ODD CABINET for television has helped Frankel's Appliances of Huntington, W. Va., to do twofold selling job. To be sure that windowshoppers noticed the new refrigerator line Frankel tried idea, found that it helped not only to move refrigerators, but also interested people in TV sets.



RB-101

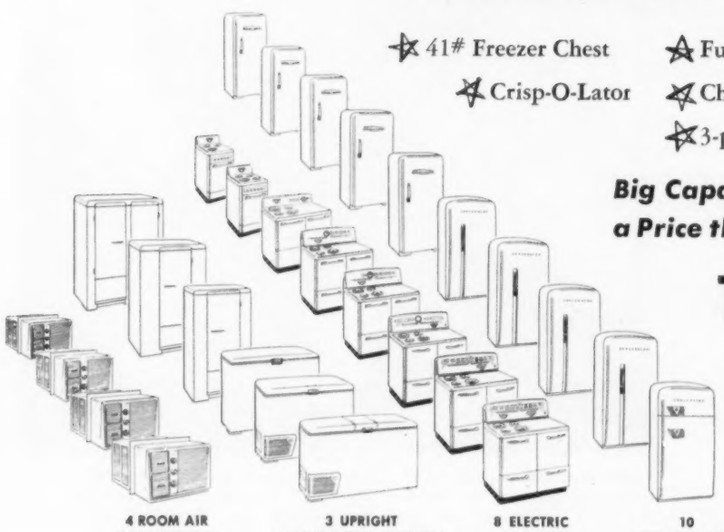
LOOK...

A Big De Luxe 10.4 Cu. Ft. Refrigerator at a 1939 Price ...only $279.95!

BUY COOLERATOR

10.4 cu. ft. capacity — only 28½ inches wide!

Fits in same space as many pre-war "6 foot" models



4 ROOM AIR CONDITIONERS | 3 UPRIGHT 3 CHEST TYPE FREEZERS | 8 ELECTRIC RANGES | 10 REFRIGERATORS

- 41# Freezer Chest
- Crisp-O-Lator
- Full-Width Meat Drawer
- Chill-R-Ator Shelf
- 3-position Adjustable Shelf
- Space for Tall Bottles
- Removable Half-Shelf
- Extra shelves in Doors.

Big Capacity, Space-Saver Design, Features Galore, and a Price that's Rock-Bottom Low! Need we say more?

The Leadership Line by Coolerator

An IT&T Associate

Electric Refrigerators, Ranges, Freezers and Room Air Conditioners

THE COOLERATOR COMPANY, Duluth 1, Minnesota



Cadillac dealers Crack sales with this combination

POPULAR PRICES

Cadillac cleaners are moderate in price, easy to afford. This means more prospects . . . more profits for a Cadillac dealer.

NATIONAL ADVERTISING

A Cadillac dealer gets important sales help from advertising that appears on the pages of many national publications. These magazines, reaching homes in every area of the U. S., help create a large local demand.

PROVEN PRODUCT

For more than 40 years, reliable distributors and dealers have been alert to Cadillac quality . . . have enjoyed our liberal discount policy.

Write today for information. Enjoy more sales . . . more profits . . . more of life.



MODEL N800

- Disposable dust bag
- "Floating brush" nozzle
- Attractive silver-grey Hammerloid body

PLUS 2-Speed control: HIGH for deep-down cleaning; LOW for delicate fabrics

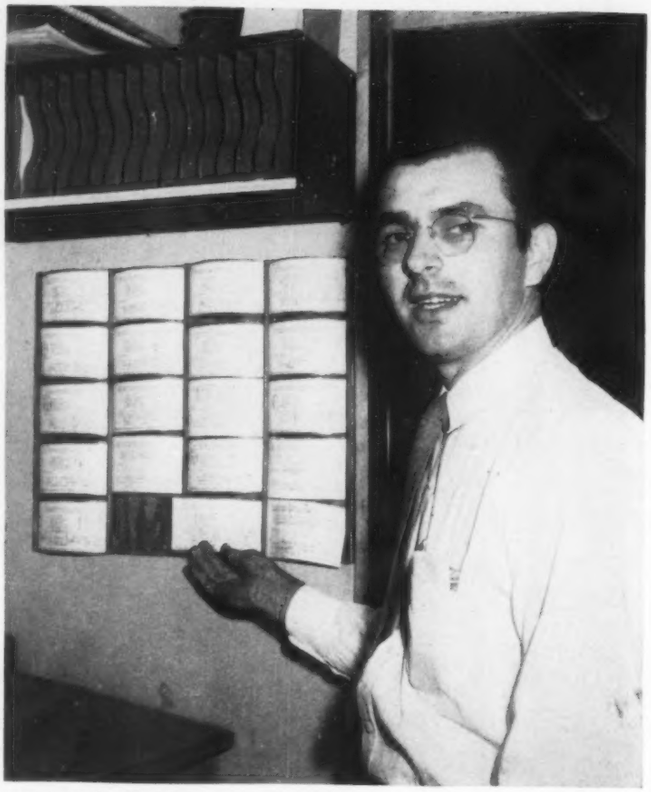
MODEL 143A
The famous Cadillac "upright" Model with beating, sweeping brush; 2 speeds.

Cadillac

CLEMENTS MFG. CO., Dept. A, 6650 S. Narragansett Ave., Chicago, Ill.

Since 1911, sold only by reputable dealers and distributors

IDEA DIGEST



EFFICIENCY RATINGS for TV servicemen are maintained on an informal basis at Television Service, Chicago, with a rack in which management posts rating cards filled out by customers. The system helps make it unnecessary for management to crack down.



FOAM RUBBER pad of type familiar to housewives makes excellent dealer helpmate according to Westgate Electric, Columbus, Ohio. Firm finds pads invaluable in deliveries, has found that their use under shipping cartons eliminates jarring of set adjustment.

ANNOUNCING General Mills SPECIAL PRICE FULL PROFIT PROMOTION for Spring

Here's a bargain that'll make sense to all your customers . . . a chance to STEAM IRON the Betty Crocker way for only $19.95. At last women can get this sensible General Mills steam iron combination that comes apart for lighter, faster dry ironing (75% of all ironing is done BEST with a dry iron) for little or no more than ordinary steam irons.

A barrage of advertising in 8 major publications will tell every other family in America about this special money-saving price on the General Mills Tru-Heat Iron and Steam Ironing Attachment. Other, *special ads* will feature the General Mills Toaster right at the height of the big Spring gift season.

Check your stock now . . . be sure you get your share of General Mills Appliance business this Spring!





A FREE DISPLAY KIT is waiting for you now! Colorful "Special Price" steam iron displays and a unique Toaster "tent" slot insert are all packed and ready to help you do a record volume on General Mills Appliances this Spring. Simply fill out and mail the handy coupon order form below . . .

BARRAGE OF SPRING ADS RUN MARCH THRU JUNE IN

SATURDAY EVENING POST
WOMAN'S HOME COMPANION
BETTER HOMES & GARDENS
SUCCESSFUL FARMING
PROGRESSIVE FARMER
FAMILY CIRCLE
WOMAN'S DAY
HOUSEHOLD

SEND FOR THIS FREE DISPLAY KIT NOW!

General Mills Home Appliances
Sales Promotion Department EM-33
1620 Central Avenue
Minneapolis 13, Minnesota

Send me my *free* display kit for the GENERAL MILLS SPECIAL PRICE FULL PROFIT PROMOTION

KIT CONTAINS:
1 Iron & Attachment display
1 Toaster display
1 Window "tip-on" poster
1 Ad Mat—Consumer Folder order sheet

STORE NAME.....

STORE ADDRESS.....

CITY.....**ZONE**...**STATE**.....

SIGNED.....

Cook Up Ideas



EXPERIMENTAL cookery under the direction of Jessie Cartwright, director of the Norge Home Institute (second from right) was feature of classes held for home economists recently. Attending were Dolores Carter, Boyd Distributing, Denver; Evelyn Grewe, Connolly Co., Seattle; Dorothy Huse, Sues, Young and Brown, Los Angeles; Evelyn Cable, Moore-Handley Hardware Co., Nashville; and Madalyne Christenson, Connelly Co., Portland.

Open New Plant

Increased production and faster deliveries are expected to result from consolidation of Dormeyer's executive offices, central service department, final assembly and shipping operations under one roof at the firm's new plant on Chicago's near-North Side.

Official opening of the seven-floor building was scheduled to coincide with January's Housewares Show. Industry representatives were entertained at a special open house on January 17.

Increasing sales and the addition of new products forced the firm to move to the larger quarters. The building was completely remodeled by the firm and a large wing added for shipping facilities.

Incorporated in the new plant are a number of electronic devices. A new gravity conveyor system uses electric-eye counters. Electric-eye doors provide access between plant and shipping room. Shipping platforms have ultra-modern hydraulic-lift sections known as "dock-levelers" which move up or down to form unbroken ramps directly to truck-bed level.

Hits Million Mark

Although the firm is just slightly over three years old, Vocaline Co. of America last month passed the million dollar mark in sales. Demand for its Vocatron portable intercoms was responsible for this record, company officials say.

The firm was organized as a two-man operation in 1950. The company wound up its first year with a $13,000 net operating loss on sales of $30,000. In 1951 sales hit $250,000, wiping out the loss and earning a profit. Sales in 1952 and in January of this year reached $700,000.

Last June Vocaline purchased controlling interest in the Bristol Motor Co., Inc., thus expanding into the synchronous timing motor field. The company has recently begun marketing "Two-Timer", an electric control device with an extra high rating for use as an automatic time control for a variety of household and industrial uses.

Cancel Merger

The proposed merger of Webster-Chicago with Emerson Radio & Phonograph Corp. was called off last month just before Emerson stockholders would have voted on the proposition.

Exercising its right to abandon the merger, Emerson's board of directors voted to drop the proposal after opposition to the merger arose on the part of Webster-Chicago stockholders. In a statement to stockholders, Emerson's president Ben Abrams added that "sharp dissension within the Webster-Chicago Co." had also become apparent.

"It would have been difficult enough to effect a successful merger of the two companies even if all concerned had worked enthusiastically and harmoniously toward that end," Abrams said, "but in view of the opposition and dissension which has arisen and which makes the transaction no longer attractive to Emerson, the Board . . . . . (has decided) to abandon the merger."

Webster-Chicago officials said the firm would continue to operate as a corporate entity.

Form New Firm

The newly-formed Calcinator Corp. hopes to produce 60,000 of its home garbage disposal units during 1953, according to Willard M. Milbourne, sales manager for the firm. Last year the firm turned out 30,000 units.

In addition, the company is now field testing a larger unit for use in apartment houses and has preliminary studies under way on a commercial unit designed especially for restaurants.

Until this year, the units were produced by the Valley Welding & Boiler Co., whose president, John W. Hebert, designed the first Calcinator in 1936. Hebert also heads the new firm.

Avco Report

A recovery in demand for appliances and TV sets was one of the factors in a "sharp improvement" in operations of Avco Mfg. Corp. during the second half of 1952, president Victor Emanuel told stockholders in the firm's annual report issued recently.

During the second half sales went up approximately 50 percent and net profits were more than double those for the first six months, Emanuel said. A firming in wholesale and retail price structures also contributed to the second half improvement, he said.

In a division by division report of 1952 progress, Emanuel noted that the American Kitchens division had continued to strengthen its dealer organization, both by introduction of a dishwasher and by the emergence of "several new types of dealerships" handling complete kitchens—plumbers, flooring and tile dealers, for example. Introduction of the Duomatic washer-dryer and addition of range, refrigerator and freezer lines were cited as highlights in the progress made by the Bendix Home Appliances Division. Emanuel noted that Bendix had suffered somewhat from the steel strike since a "resurgence of sales activity" had just been felt after the introduction of a new laundry line. During the latter months of the year Bendix reached capacity production levels. High inventories and slack demand during the first six months of the year hurt the Crosley division, Emanuel pointed out, adding that a sharp upturn in sales in June was the beginning of a strong demand for the division's products which continued throughout the year.

Financial Proof

Additional proof that 1952 was a better than average year for the radio-television industry became available last month as several manufacturers released their final sales figures for the year.

Both Emerson and Motorola reported the second-best years in their corporate history and both television manufacturers noted that the momentum built up in the final quarter of 1952 could lead to a record-breaking year in 1953.

Motorola. The firm's sales in 1952 topped $166 million, somewhat below the $177 million achieved in 1950 but about $39 million better than in 1951, according to executive vice-president Robert W. Galvin. Sales in the fourth quarter reached $59 million, the largest single quarter in the firm's history.

Heaviest share of the 1952 total was contributed by television, with home radios, portables, auto radios and several types of two way communications equipment contributing "substantial shares".

For 1953, Galvin forecast production of somewhere between 6.5 and seven million TV sets. Motorola hopes to boost its sales to $225 million, he said, an increase of approximately 35 percent.

Emerson. Consolidated net sales for the fiscal year ending October 31, 1952, were $57.6 million, up from $55.8 million the year before. President Ben Abrams noted that TV demand had greatly increased since the last quarter of 1952 and said that there was every indication that this sales momentum would be carried over into the current year.

Bermuda Bound



TRAVEL TICKETS and hotel reservations for a vacation in Bermuda are handed to supermarket manager Mrs. Crist King of Martinsburg, Pa., winner of a light bulb sales contest conducted by Westinghouse's lamp division. From left to right are Russell Davis and James Price of American Stores, Mrs. King, and J. W. Stokes of Westinghouse.

G-E Ultra-Vision Wins Syracuse Picture Comparisons by over 10 to 1

...all brand names covered from sight!



Actual photograph taken on dealer's sales floor.

Around the nation, G-E Ultra-Vision is winning TV picture comparisons by the widest of margins. In Syracuse, New York, alone—265 shoppers compared leading makes *without knowing which make was which.* They picked G-E Ultra-Vision by over 10 to 1. Give 'em a side-by-side picture comparison and you'll find that G-E Ultra-Vision sells itself every time!

General Electric Company, Receiver Department, Syracuse, New York.



Joan Davis, G-E star of "I married Joan" on NBC-TV.

BLACK-DAYLITE TV
WITH ULTRA-VISION

▲ **Model 21C208U**—Genuine mahogany veneers. Swivel casters. 21-inch picture. For UHF-VHF.

Model 21T6—Mahogany veneers. 21-inch picture. For UHF-VHF. ▶



Bing Crosby, starring for G-E on CBS-Radio.

G-E TV PRICES START AT $199.95*

**Includes Federal Excise Tax. one-year Factory warranty on picture tube and 90 days on parts. Prices subject to change without notice, slightly higher West and South.*

HERE'S WHY

G-E Ultra-Vision shows up best in side-by-side comparisons!

- The only TV with 21-inch Aluminized Tube. Mirrors light toward you, increases brightness up to 100%. Add G.E.'s tilted, deep-tinted safety glass and you get TV's widest range of picture tones with virtually no glare or reflections.

You can put your confidence in—

GENERAL ELECTRIC

Get what you WANT...in



MODERN

Automatic Electric

WATER HEATERS

MOST COMPLETE LINE—TOP QUALITY—TOP PERFORMANCE—PROFITS!

You name it—MODERN'S *got* it—everything you want in automatic electric water heaters. Most *complete* line—finest quality—top performance. Style that attracts—features that *sell*. And every unit priced for *profit*. See for yourself.

- 5½, 12, 20, 30, 55, 66 and 82-gallon sizes
- Standard, Deluxe and Table Top models
- "Magic Circle" black heat surface elements heat up fast—won't lime up
- Adjustable surface type snap action thermostats
- Built-in heat trap to prevent back circulation on hot water line
- Extra heavy blanket type insulation
- Listed by Underwriters' Laboratories, Inc.
- Magnesium anode and 10-year tank warranty at slight extra cost
- Sparkling white Dulux enamel finish—baked on for long life

WRITE FOR DETAILS AND PRICES

Also a complete line of domestic and commercial water softeners and filters.

MODERN WATER EQUIPMENT COMPANY

Dept. EM, West Chicago, Illinois

WATER SOFTENERS • FILTERS • ELECTRIC WATER HEATERS



Only TORO helps you sell "on time"!

No other power mower manufacturer gives eligible dealers a powerful selling tool like this! It's "Toro Time"... the first and only finance plan in the power mower industry.

Streamlined contract forms simplify your job (if you don't already have a plan of your own). Toro mails you full cash for accepted contracts in less than four days, and handles collections, too ... there's no extra paper work for you.

"FREE HOME TRIAL" DEAL!

A life-size Sam Snead display figure, window banners and ad mats are ready to help you promote "Free Home Trial."

Standard mowers are given a special discount for use as demonstrators. You show 'em and sell 'em!

Look in the classified section of your phone book for the name of your nearby Toro-Whirlwind distributor. Call him today for complete information on "America's Most Complete Line of Power Mowers"... plus the new Leaf Mulcher Attachment and Snow Hound to boost your sales year-round!

TORO Whirlwind POWER MOWERS

TORO MANUFACTURING CORPORATION

2951 Snelling Avenue Minneapolis 6, Minn.

Step Up UHF Output

A second new work area for production of TV tuners is scheduled for completion next month at the P. R. Mallory & Co., Inc., plant. Company officials say that "overwhelming demand" for UHF converters has led the firm to undertake the expansion program.

When the new area is completed and in production, the company expects to have increased its production of UHF converters, VHF tuners and RF assemblies to five times the rate maintained in the last quarter of 1952.

Manufacturers Briefs

● A 100,000 square foot plant for the manufacture and warehousing of TV picture tubes is being constructed in Quincy, Mass., by Raytheon Mfg. Co. The firm hopes to have the plant in operation by summer.

● After May 1 National Pressure Cooker Co. will be officially known as National Presto Industries, Inc. Approval for the name change was voted by stockholders at the firm's annual meeting in late January.

● Scheduled for early spring completion is a $150,000 expansion of the Sandusky plant of Apex Electrical Mfg. Co. A new 8,500 square foot building will be used for production of automatic washer cabinets.

● The four millionth piece of home laundry equipment manufactured in St. Joseph, Mich., since the end of World War II came off the assembly line of Whirlpool Corp. in late January. The four millionth unit was an automatic washer; included in the total are automatic and wringer washers, dryers and ironers.

● A new plant costing over $1,000,000 will be built in Philadelphia this year by the Jordan Refrigerator Co. The firm has also announced plans to expand distribution of its upright freezers lines to a national basis.

● The automatic washer to be marketed late this spring by Hamilton Mfg. Co., will be manufactured for Hamilton by the Norge division of Borge-Warner Corp., officials of both firms announced in January. The Hamilton unit will differ from the Norge washer in a number of respects. Norge officials said their own production would not be affected.

● A refrigerator and freezer plant will be built in Connorsville, Ind., by Philco Corp. at a cost of about $4,000,000. The new plant, which should be in operation by the end of the year, is designed to up refrigerator output by 50 percent and to double freezer production.

• **Servel.** Sales for the fiscal year ending October 31, 1952 were $99.5 million, more than double those for the preceding year. Net profit after taxes and all charges was $1.7 million compared with a loss of $988,766 in 1951. The company noted "gratifying accomplishments" in its defense work but added that the firm's "greatest future need is to improve its position in the consumer goods field." To meet this need, extensive prepartion for introduction of new lines was done during 1952. Room air conditioners, freezers, a portable refrigerator and expanded refrigerator lines were introduced at year end.

• **Sparks-Withington.** Sales for the second half of 1952 were $15.1 million, the largest in company history for the comparable period of any peace-time year. Net profit for the half year was $454,341. Increase TV sales and defense work and improved sales at the company's Canadian subsidiary accounted for the 50 percent rise in sales.

• **Remington Corp.** Net earnings of $63,877 on sales of $3,246,811 were reported by Remington Corp. for the fiscal year ended October 31, 1952. President Herbert Laube said that the firm's 1953 production schedule is twice that of 1952 to meet increased demand.

For Service Only



THIS MODERN BUILDING is being erected in Garden City, Long Island, to house the combined service facilities of the Abington Service Corp., an exclusive service organization. The shop will contain a specially designed TV and radio repair shop, indoor and outdoor drive-in facilities for auto radio repairs and a major appliance repair shop. Provision for 10,000 feet of private parking space has also been made by the firm

she's telling another friend about KitchenAid!



Lazy housewife? Not in the least! She's just relaxing while her dishes are being done in her *KitchenAid* Automatic Home Dishwasher...and she's telling her friends about how *easily* she gets sparkling clean dishes in her *KitchenAid!* They all tell their friends about it (as we're finding out from our user cards).

Those friends are ready for a demonstration. Show 'em *KitchenAid's* front opening door (with that extra work space on the counter above!)...the two independently sliding dish racks and how the upper rack adjusts to two positions for any dishwashing need (especially important for the tallest glasses—pots and pans—makes loading easy.)

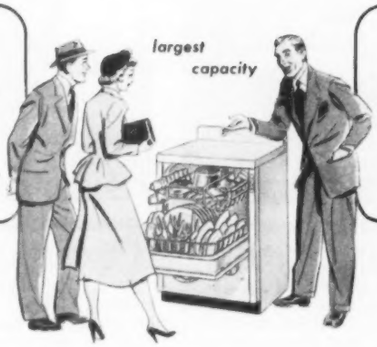
Then demonstrate *KitchenAid's exclusive* Hobart revolving power wash and double power rinse...the separately powered circulated electric hot air drying...the plate warmer feature...the auxiliary controls for advancing or interrupting the cycles...the easier installation features—you're well on the way to a sale! And she'll be calling *her* friends, too, after this remarkable dishwasher goes to work for her.

KitchenAid

The Finest Made...by Hobart *The World's Largest Manufacturers of Food, Kitchen and Dishwashing Machines*



manual control to advance, repeat or skip any cycle



largest capacity



revolving power wash and rinse



circulated electric hot air drying



two separate dish racks

KitchenAid Home Dishwasher Division of The Hobart Manufacturing Co., Troy, Ohio.

Just what's wanted in home incinerators!

IT'S CLOG-PROOF, RUST-PROOF AND WON'T BURN OUT....



The **COLE HOT BLAST HOME INCINERATOR**

meets homeowners' every demand for top value and performance. Here are just a few of the COLE features:

- Economical gas operation with exclusive, patented, air-jet combustion. Genuine refractory tile lining . . . rust-proof, clog-proof, permanent.
- Smokeless and odorless.
- Dependable disposal of every scrap of food, however wet.

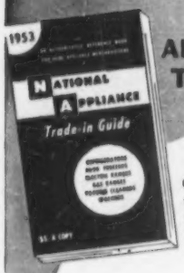
Write today for complete specifications of both Deluxe and Standard Models.

COLE HOT BLAST MFG. CO.

3817 S. RACINE AVE., CHICAGO 9, ILLINOIS

ORDER NOW!

1953 APPLIANCE TRADE-IN GUIDE



FEATURING 6 IN 1

- Refrigerators
- Food Freezers
- Electric Ranges
- Gas Ranges
- Vacuum Cleaners
- Washers

Do your sales 'bog down' when the customer asks . . . "How much for my old refrigerator?" The TRADE-IN GUIDE answers that question.
AVOIDS that uncomfortable pause in the sales story.
OPENS the bargaining, gives you an immediate starting point.
CLOSES the sale right then and there in many instances.

GET ONE FOR EACH SALESMAN

Single copy, $5
2–5 copies @ $3.50 each

NATIONAL APPLIANCE TRADE-IN GUIDE COMPANY

DEPT. M — 2132 FORDEM AVENUE
MADISON 1, WISCONSIN

Send ( ) copies of NATIONAL APPLIANCE Trade-In Guide, at $_____ each.

Name .....

Address .....

City .....Zone .....State .....

Enclosed is ( ) check ( ) money order

The Design is NEW the PRICE is the SAME

Only **$34.95**



Slim, only 6" deep, for tight corners, plus extra height for easy breakover and load control. Sled type, box-braced tubular steel frame. Round sliding edges for easier movement up and down stairs, in and out of trucks. Two wide belts and 5" x 23" nose plate. Solid rubber wheels. Load capacity 750 lbs. All this, only $34.95 f.o.b. Milwaukee. Ask your supplier.

MILWAUKEE Truck and Caster Corp.

5518 W. RIVER PARKWAY, MILWAUKEE 13, WIS.

PEOPLE

Name Miss Rogers

Miss Willie Mae Rogers, formerly director of home economics for Admiral Corp., has been named director of the Good Housekeeping Institute, succeeding Miss Katharine Fisher who is retiring after 28 years of active service with the publication. Before joining Admiral, Miss Rogers had been associated with Union Electric, St. Louis.

Nicholas Dies

Edwin A. Nicholas, ex-president of Farnsworth Television and Radio Corp. died in Fort Wayne, Ind., on January 27 after a long illness. He was 59 at the time of his death. In 1938 Nicholas organized the Farnsworth firm. In 1949, when Farnsworth, as an associate of the International Telephone and Telegraph Corp. became Capehart-Farnsworth Corp. he joined the I. T. & T. executive staff. At the time of his death he was a member of the board of directors of Capehart-Farnsworth.

Haney Dies

Thomas G. Haney, vice-president of the National Pressure Cooker Co., (now National Presto Industries, Inc.,) died at his home in Eau Claire, Wis., on January 11 after a long illness. He had been away from his desk since last July because of illness. He was 53. Haney joined the firm in 1922 and was responsible for establishing the company's demonstration sales policy. He was made sales manager in 1928 and vice-president in 1950.

Retires



FRED S. TUERK, sales manager for Hamilton Beach for the past 23 years has retired. During his years with the firm, Tuerk was also prominent in the affairs of NEMA and the National Housewares Mfrs. Assn.

Doyle Resigns

R. F. Doyle, executive vice-president and general manager of the Duchess Co. (formerly Appliance Mfg. Co.) has resigned that position. Dean L. Elliott, secretary and treasurer, has been made works manager of the Duchess plant in Alliance, Ohio. Headquarters for the firm are now in Fairfield, Ia.

Skinner Dies

James M. Skinner, retired president and board chairman of Philco, died February 13. He was the victim of a heart attack.

He joined Philco (then Philadelphia Storage Battery Co.) in 1911 and retired in 1939.

Since his retirement he had remained active in local welfare and charitable activities.

Writer Dies



GERALD ELDRIDGE STEDMAN, publisher of Private Executive Report, a newsletter service for public utilities, died in Milwaukee on January 21 after a six months illness. Death was caused by a cerebral hemorrhage. Stedman was widely known in the appliance and advertising fields. During the 1930's he was a frequent contributor to ELECTRICAL MERCHANDISING. Stedman, who was 56 at the time of his death, is survived by his wife.

Distributor Dies



RICHARD COOPER, JR., president of R. Cooper Jr., Inc., Chicago, one of the largest appliance distributing firms in the country, died February 3 in St. Lukes Hospital, Chicago. Physicians attributed his death to influenza, diabetes and a heart ailment. Cooper founded his firm in 1927 to handle distribution of G-E appliances in Illinois and parts of Indiana and Wisconsin. A native of Seattle, Cooper came to Chicago in 1913.

Slim...Trim...and 21...

AND OH-SO-POPULAR!

★ King-Size 21-Inch TV in New Space-Saver Cabinet
★ It's the Slimmest, Trimmest Cabinet Ever Designed
★ Smaller, More Compact than Most Ordinary 17" Sets
★ Beautiful All-Screen Front...Controls are on the Side



Emerson "Space-Saver" MODEL 740

*U. S. Reg. Pat. Off.

THE REVOLUTIONARY NEW

Emerson 21" SPACE-SAVER

EMERSON'S POWERFUL DOUBLE-BARRELED PROMOTION MEANS MORE SALES FOR YOU!

1. National ads pre-sell your customers
- Full-page, full-color ads in Life, Look, Saturday Evening Post, Better Homes & Gardens.

2. Local ads bring them to your store
- Newspaper Ads List Your Name.
- Billboards Carry Your Name.
- Ad Mats to Run Under Your Name.
- Radio Spots Feature Your Name.

SALES SENSATION WITH TV DEALERS FROM COAST-TO-COAST

From Maine to California, dealers report amazing consumer response to this latest Emerson engineering triumph. Customers who see it, are sold on it...and with good reason. The Emerson "Space-Saver" meets the mass demand for a King-Size picture...WITHOUT a bulky eyesore cabinet, the usual bugaboo of big-screen table models.

The "Space-Saver" gives your customers exactly what they're after: a mammoth 21 inch picture in the slimmest, trimmest cabinet ever designed!

Add to this the reliable, service-free performance of the famous Emerson chassis...the crystal-clear picture...the truly competitive price...and it's easy to see why even "hard-to-crack" customers are laying their money on the line for the revolutionary Emerson 21" Space Saver. So, for increased TV volume in '53, tie in, cash in with the dealer-proven Emerson Model 740...slim, trim, 21... and a sweetheart for sales!

EMERSON RADIO & PHONOGRAPH CORP., N. Y. 11, N. Y.

14,000,000 SATISFIED OWNERS *Emerson*...AMERICA'S BEST BUY!

PROOF AGAIN...THAT EMERSON IS THE LINE WITH THE DEALER IN MIND!

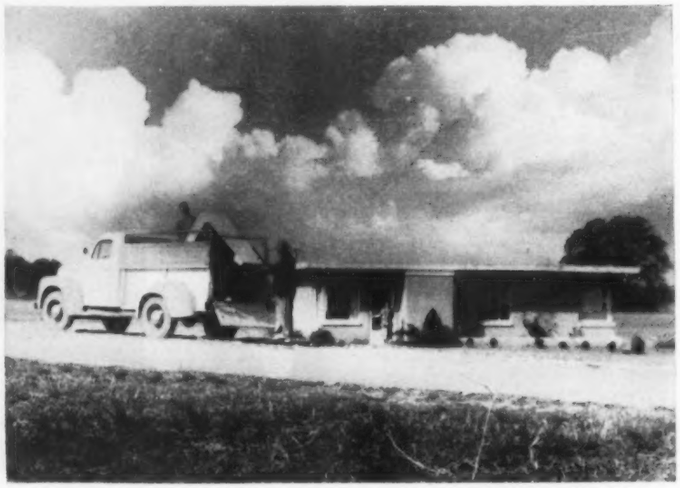


IN THE STREET in front of his Lincoln, Ala., store, James Johnson talks to a refrigerator prospect who was attracted by Johnson's truck-loading operation.



IN THE STORE, refrigerator customers are made from people who come in to buy groceries or dry goods. In 1952, Johnson sold 109 refrigerators in 75 days.

Refrigerator Sales Are WHERE HE FINDS THEM



IN THE FIELD Johnson uncovers many customers, because he regards every family as a prospect, drives from house to house, unloads truck for demonstrations.

Only 420 people live in little Lincoln, Ala., but by combing a 15-mile area James Johnson, who also sells groceries and dry goods, manages to sell refrigerators in big-city volume

THE size of your selling area should not limit the number of appliances you sell—that's the argument of James Johnson. And take a look at how Johnson backs up his argument.

He lives in Lincoln, Ala., a town of 420 population, operates in a 15-mile radius and he sells approximately $85,000 worth of appliances yearly. Last fall Johnson had one week in which he sold eight refrigerators a day, a total of 49 for the week. Dealers in cities of a hundred times more population seldom do much better.

What kind of magic does Johnson invoke to produce such results? What free offers, what special inducements does he make? What big selling secret is he carefully hiding to spring on the customer at just the right time? Ask him.

"No magic, no selling secret," Johnson grins. "I have a good product; I've learned it, and I go out and sell it. That's all."

Straight Selling

When you talk with Johnson an hour or so, you learn it's just that simple. He loads a demonstrator refrigerator, home freezer or range on his truck early in the morning, goes out into the countryside and talks all day to people who live in the section. When he comes back in at night, he has the orders. No advertising, no give-aways, no price cutting, no high-pressure promotions—just straight selling to prospects in the field.

Johnson has a store in Lincoln. In the store he sells groceries, meat, clothing, hardware, dry goods, notions, and appliances. It is a typical country store, but the residents of the town are by no means a typical rural type. Lincoln is located about midway between Birmingham and Atlanta, two of the South's largest cities, with fine highways running in either direction, and the residents of the area have come to appreciate electrical living more and more. There are many new power lines and even scores of television sets scattered about.

Of course, a little incentive helps a lot, Johnson admits. During July and August of last year, R. P. McDavid & Co., Inc., of Birmingham, distributors for International Harvester, the line which Johnson handles, put on a sales campaign with a free trip to New York, Nassau or Bermuda as the prize.

"My wife and I had always wanted to make such a trip," Johnson says, "so we decided to win it during the campaign. We put the whole family to work."

Johnson's son, Thomas, 18, and his daughters, Mildred and Jeanette, 15 and 12, got on the telephone and asked all of their friends to suggest new prospects for refrigerators. His uncle, L. L. Johnson, who had a "rolling store", began to canvass customers along his route. Mrs. Johnson stayed in the store to sell from the floor while Johnson himself started

(Continued on page 268)



make the most of Lent with the new Dulane ORIGINAL Fryryte®

AUTOMATIC ELECTRIC DEEP FRYER

The Dulane Fryryte is a "natural" for the Lenten season! Here's a time when menus get monotonous, when housewives have problems of restricted diets—and when nothing takes on glamour like a fish in a Dulane Fryryte. Women are looking for the speed, convenience, vitamin retention that the new Dulane Fryryte gives them. And here you have all the free sales helps that you can imagine, to take advantage of the situation.



THERE'S STILL TIME—YOU'VE GOT 'TIL APRIL 4

One thing about the Lenten season—it gets better as it goes on. People crave variation in their meals the longer they're without it! So start now to promote the new Dulane FRYRYTE with its exciting new features. Sell strongly the fact that the original FRYRYTE deep-fries over 100 dishes—and can be used for roasting, baking, etc. too.

SEND IN YOUR ORDER NOW FOR THESE DRAMATIC SALES HELPS.

NEW!

COLOR-RANGE DIAL

An eye-catching sales point! Dial lights in red, yellow or blue to indicate right heat for any kind of cooking.

EXCLUSIVE

SAFETY DRAIN-LOK

Fastest, safest! Positive acting drain permits easy filtering of shortening; quickly converts unit for baking, roasting, etc.

DON'T WAIT—DO IT NOW

Fill in your Distributor's name and mail to him.

Gentlemen: Please rush me the following merchandise for my Lenten Promotion—

.... LENTEN NEWSPAPER MATS
.... WINDOW STREAMERS
.... MODEL F-4B FRYRYTES
.... SPOT DISPLAYS
.... HUNDRED APRONS ($11.00 per hundred)
.... MODEL F-5 FRYRYTES

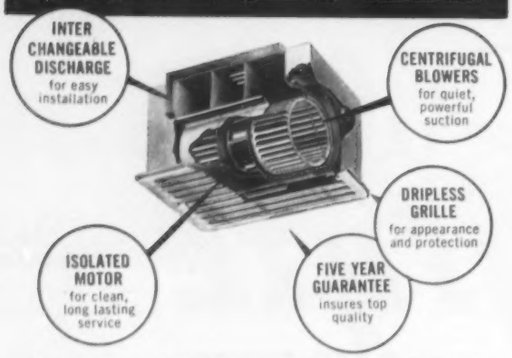
Dealer's Name.....

Address.....

City.....Zone.....State.....

Attention of.....

ONLY THE
TRADE-WIND CLIPPER
KITCHEN AND SMALL ROOM VENTILATORS
give you 5 quality features



MODEL 1201 100 C.F.M. for bathrooms—time delay switch optional.
MODEL 1501 300 C.F.M. for average kitchen, laundries, dens.
MODEL 2501 425 C.F.M. for large kitchens and other rooms up to 2000 cu. ft.
MODEL 3501 550 C.F.M. for installation in cabinet over range. Hood optional.

TRADE-WIND MOTORFANS, INC.

5723 S. MAIN ST. LOS ANGELES 37, CALIF.

ARMSTRONG FOLD-AWAY
THE NEW COMPACT 2 in 1 PORTABLE!



No need to lift this portable electric ironer. It rolls easily and can be set up in any room in the house. Ironer is just 27" from floor, a comfortable height when operator is seated on any average chair. Ironer roll is 21" wide. Motor wholly enclosed. Thermostat controls heat and elbow control leaves hands free to guide clothes. Finished in white enamel and chrome.

Release spring catch swings ironer into storing position



Stand is made of chrome plated tubing and gives maximum support to ironer. Rubber floor bumpers at front prevent sliding and scratching.

Order from your Jobber Today or write for Literature on Armstrong Ironers, Heaters and Lawn Sprinklers

ARMSTRONG PRODUCTS CORP. Huntington 12, W. Va. / Quality Products Since 1899

Refrigerator Sales Are Where He Finds Them

CONTINUED FROM PAGE 266

out early in the morning with a gleaming new International Harvester refrigerator on his truck.

That was the pattern of the campaign in the Lincoln area. Johnson went a little further out each day and talked to a few more people; Mrs. Johnson worked a little bit harder to interest store prospects; Thomas, Mildred and Jeanette called a few more friends on the telephone, while Uncle L. L. sold just a little bit harder from the "rolling store" on the road. Everyone tried just a little harder and it worked.

Refrigerators began to move into homes of the area as they never had before. When Johnson ran out of boxes to sell, he went in to see his distributor to have his quota raised substantially.

Distributor Is Amazed

"I never saw anything like it," recalls R. P. McDavid, III, vice president of the distributing firm. "If we didn't have the size and type of refrigerator in stock that Johnson wanted, he would go out and sell whatever he could get."

The majority of Johnson's sales were made to families who did not own an electric refrigerator. In some cases, he even had to wire the house or run wires to the power line, billing the customer for wiring on the same contract with the refrigerator. He offered convenient financing through credit companies or through International Harvester's finance division. He performed a thousand side tasks and extra services for his prospects. He listened to hard luck stories and helped solve household problems. Regarding every family as a prospect, he depended on straight selling and he kept at it from early in the morning until sundown.

Sells 109 Units

The result was that Johnson won the trip hands down. In 75 days of campaigning, he sold 109 refrigerators, all in his 15-mile trade radius. Only 15 old refrigerators were taken in as trade-ins, and it was during the last week of the campaign that Johnson ran up his record sale of 49 refrigerators. He found himself delivering boxes night and day and even had to borrow an extra truck from a neighbor to get all of them delivered. He did the installation work himself with no outside help.

"It was a nice prize and we had a good time on the trip," Johnson says. "The only thing that bothered me was that I knew I ought to be back home in the store selling more refrigerators."

Selling Not Complicated

Johnson has been in business in Lincoln for the past seven years, but he has handled appliances for only two years. He began by stocking a refrigerator or two at the time. In November, 1951, he became an International Harvester dealer and began to sell appliances seriously. Today, these appliances are one of his major lines.

"Selling is not a complicated matter. The simpler you keep it, the more you sell," declares Johnson. "I learned my product, I know it is a good one, and I am able to convince my customers of it. That sums it up, I guess." *End*



"THIS FREEZER SEEMS TO BE ABOUT THE RIGHT SIZE I'LL TAKE IT"

BULLETIN

Industry to Promote Electric Ranges April-May, 1953

Edison Electric Institute and NEMA Electric Range Section join forces through ELECTRIC COOKING MONTHS to help everyone in industry boost Electric Range sales!

Now at last manufacturers, distributors, electric light and power companies, dealers—everyone will work together at the same time to boost the sales of Electric Ranges.

Appliance dealers should check with their distributors or factory branches, and electric light and power companies about special tie-in promotional material and further details.

Dealers should check when newspaper ads will be run in their territories—and prepare tie-in ads to run on the same page the same day. They should also tie in on radio and television.

Retailers who cooperate can sell more Electric Ranges with the help of this sure-fire promotion!



Women who know

Cook electrically!

Here's the industry theme *everybody* will use!

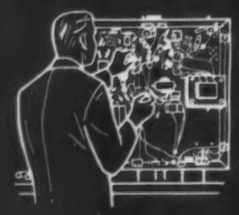
. . . of course, it's ELECTRIC!

These manufacturers urge support of the Electric Cooking Months program:

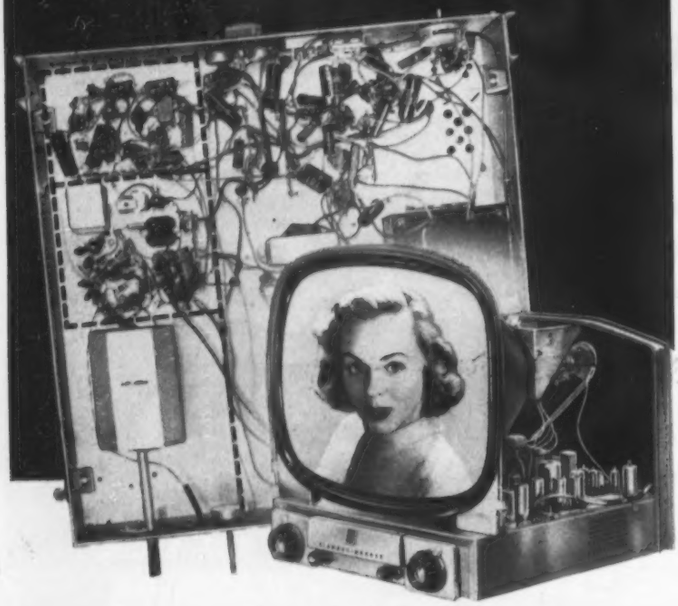
ELECTRIC RANGE SECTION
National Electrical Manufacturers Association
155 East 44th Street, New York 17, N. Y.

ADMIRAL · COOLERATOR · CROSLEY · DEEPFREEZE · FRIGIDAIRE · GENERAL ELECTRIC
GIBSON · HOTPOINT · KELVINATOR · MONARCH · NORGE · PHILCO · WESTINGHOUSE

UNIT ASSEMBLY



Means · More Power · Simplified Servicing · Positive Quality Control



STEWART-WARNER

21" and 27" TV from $199.95

Ready Now For U.H.F.

Unit Assembled

"X-9300"

Chassis

Unit Assembly – Stewart-Warner's advanced new UNIT ASSEMBLY CIRCUIT DESIGN means *positive* Quality Control all along the production line . . . minimizes possibility of faulty sets reaching the field.

Simplified Servicing – Exhaustive research has proved that 89.3% of TV trouble results from tube failure. Stewart-Warner's new "X-9300" Chassis, with unit assembled circuits, and increased stability of components . . . reduces servicing time to the minimum.

Most Powerful Chassis in TV! Stewart-Warner's "X-9300" OUTPERFORMS them all in absolute picture stability . . . in amazingly lifelike clarity and sharpness of detail, even in "fringe" and weak signal areas.

STEWART-WARNER ELECTRIC • Division of Stewart-Warner Corp.
1300 N. Kostner Avenue • Chicago 51, Illinois
In Canada • Belleville, Ontario
Leading Electronic Producers for the Armed Forces

STEWART SW WARNER

DEALER HELPS



TAG AND LABEL are newest selling aid to be used on Hotpoint appliances. They describe sales and use-value of each of the company's kitchen and laundry appliances, and are useful both to the salesman and to his customer. Both the tag and the label are attached at factory. Clifford Gramer demonstrates tag and label for sales manager Howard Scaifa, left.

Jensen Industries Inc.

A new and unusually informative piece of phonograph needle literature has been made available by Jensen Industries. Contained in a small neat folder is explicit information on how to identify the particular Jensen diamond needle needed for various sets, and in addition helpful hints and interesting facts on records, cartridges and needles is included. The new folder(Form J-91) is available to both jobbers and dealers. Copies may be obtained by writing to *Jensen Industries, Inc., 329 South Wood St., Chicago 12, Illinois.*

RCA Victor

The tube department of RCA Victor has announced that production has begun on the 1953 edition of its yearly pocket reference and calender notebook. The notebook which contains handy technical reference on RCA kinescopes, receiving and transmitting tubes, electronic components, test equipment and miniature lamps will be made available through the company's distributors.

Westinghouse Electric Corp.

A new 32-page booklet, describing 25 electrical demonstrations that can be performed easily by farm youth in rural educational programs has been published by the school service department of Westinghouse Electric Corporation. The booklet is designed to serve as a guide in wiring, small motor care, and the use of home appliances, lighting, and farm electrical equipment. Copies of the publication (B5805) may be obtained by writing to *School Service, Westinghouse Electric Corporation, 401 Liberty Ave., Box 2278, Pittsburgh 30, Pa.*



FROSTIE the snowman is reminder by Mitchell Manufacturing Co., for their dealers shelves. The snowman, heavily embossed in three color Vinyl plastic, lights up at night and is noninflammable. Other pieces designed to point up the company's line of air conditioners include a Mitchell headquarters sign dripping with icicles and a border of snow for framing dealers window.



NEW FULL color displays designed to occupy minimum of space on dealers counters and shelves have been made available by Waring. Sales aid shows at a glance the tremendous variety of uses to which Waring Blendor may be put.

SCRUB TEAM-4,300,000 STRONG







HOW TO CLEAN UP ON THE SPRING CLEANING HABITS OF THE TYPICAL COMPANION READER

The spring cleaning season gets off in a cloud of dust when more than 4,300,000 COMPANION readers see this full-color, double-page feature, "Easy Cleaning in Three Acts" in the big March issue.

Many of these home-makers will then be in the market . . . in *your* market . . . for the work-saving electrical appliances recommended in the article.

High-voltage hint: get a couple of copies of the COMPANION just as soon as it hits the stands. Go through the article carefully, picking out all the new sales slants you can use. Then feature the article in your windows, on your counters, in your selling. Talk it up. Sell from it.

Take a tip from the highly *profitable* experience of the vacuum cleaner people: what the COMPANION says *goes* for more than 4,300,000 women. Tie in. See for yourself what a difference the COMPANION makes!

Woman's Home COMPANION

CURRENT CIRCULATION MORE THAN 4,300,000

The Crowell-Collier Publishing Company—640 Fifth Avenue, New York 19, N. Y.—Publishers of Woman's Home Companion, Collier's, The American Magazine

Creating ALE for YOU with Consumer Advertising!

with Television Spots Throughout the country

with TV Consumer Magazine Ads Throughout the country

$9.95 LIST PRICE

*U. S. Patent No. 2,495,579 Canadian patents 1951

The Genuine HI-LO TV Spiral-Tenna® Model 107 (indoor)

Available at leading jobbers!

Hi-Lo TV ANTENNA CORP.
3540 N. Ravenswood • Chicago 13, Illinois



FLAGPOLE display available to Arvin dealers is equally eyecatching when used in windows, on counters or shelves. Designed by Raymond Loewy unit flys pennants identifying features of the company's "Coffee-Perk"



POINTING OUT features of NuTones "Push-Lite," an illuminated push button which requires only simple home installation, is job of colorful new counter display board which is available to NuTone dealers.



SPACE SAVING display is new rubber floor mat offered by Kelvinator. Mat carries strong sales message and is usable anywhere in dealers store.

1,000,000 ENGINES built in ONE year



4 CYCLE BRIGGS & STRATTON GASOLINE ENGINES

It's a new world production record — never before accomplished. More than one million engines were built, sold and shipped in 1952, proof that Briggs & Stratton air-cooled, 4-cycle engines are the "preferred power" everywhere.

BRIGGS & STRATTON CORPORATION
MILWAUKEE 1, WIS., U.S.A.

THE WORLD'S MOST WIDELY USED SINGLE-CYLINDER GASOLINE ENGINES

Columbia

Wiring HARNESSES and Cord ASSEMBLIES to your Specifications!



"Columbia" offers complete service to the manufacturer of all types of custom-made wiring harnesses and cord assemblies . . . to meet the most exacting requirements.

Prompt delivery by our thoroughly experienced organization which is presently serving foremost manufacturers throughout the country.

We invite your inquiries. Have you seen our plant-facility brochure? . . . your copy is available upon request.

Columbia WIRE & SUPPLY CO.
2850 Irving Park Road • Chicago 18, Ill.



TO BETTER demonstrate "Frame of Light" feature on new Sylvania television sets dealers are being offered remote control cord which allows demonstrator to vary intensity of Halolight without diverting his eyes from customer.

Calgon®

MAKES

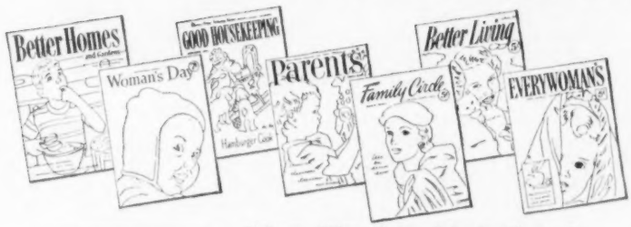
spring sales

GROW WITH

Silky WATER!



HERE'S THE POWERFUL CALGON ADVERTISING CAMPAIGN THAT WILL SELL HOUSEWIVES ON *SILKY WATER* THIS SPRING!



Calgon Silky Water Ads in These 7 Great National Women's Magazines: Better Homes & Gardens, Good Housekeeping, Parents' Magazine, Family Circle, Woman's Day, Better Living and Everywoman's Magazine.



Calgon Silky Water Ads on Television



Calgon Silky Water Advertising Campaigns in Metropolitan Market Newspapers



Calgon Silky Water Samples are being packed every month in new washing machines leaving the factories of over a dozen washing machine manufacturers.

This big Calgon advertising program will be building scores of new Calgon customers for you. These ads will be telling your customers that Calgon makes *any* water Silky Water . . . and any soap works better in *silky water*. These ads will also be reminding your customers to buy three boxes of Calgon . . . one for the laundry for brighter washes . . . one for the kitchen for dishes and cleaning . . . one for the bathroom for baths and beauty.

TIE-IN WITH CALGON'S BIG CAMPAIGN
BOOST YOUR SALES WITH SILKY WATER . . .
AND REAP YOUR HARVEST IN BIG PROFITS

STOCK CALGON REGULARLY . . .

PROMOTE CALGON . . .

GIVE CALGON EYE-LEVEL SHELF SPACE



LEADING MAKERS OF WASHING MACHINES, COOKING UTENSILS AND LINGERIE RECOMMEND CALGON

CALGON, INC.

HAGAN BUILDING PITTSBURGH 30, PA.

Appliance Movers Like

Escort
HAND TRUCKS

The Truck with the CRAWLER TREAD

CRAWLS on Roller Bearings up and down steps



Everybody likes this

APPLIANCE TRUCK!

The ideal truck for every purpose! No lifting . . . no fatigue . . . carries a full load safely up and down stairs and crawls over obstructions. Your men will appreciate the Escort truck.

Ideal For Handling:

- Refrigerators
- Water Heaters
- Gas and Electric Ranges
- Music Machines
- Any appliance

Catalog on request



Escort CRAWLER HAND TRUCKS



STEVENS APPLIANCE TRUCK CO.

Norton Road P.O. Box 897

Augusta, Ga.

FRIGID – the most profitable Hot Weather Beaters!

Presents the new 1953 AIR CONDITIONERS

. . . truly the finest being sold today!



Featuring Smart, compact cabinet styling. Quiet, quality performance.
Thermostatically controlled.
Five Year Warranty.
Available in 3 sizes . . . ½ H.P. . . . ¾ H.P. . . . 1 H.P.
Removable air filter — easy to clean.
Adjustable louvres to direct air stream in any direction.
Simple installation.
. . . and unconditionally guaranteed.

FRIGID Room AIR CONDITIONERS will provide healthful, cooling comfort, cleanse the air, expel smoky, stale air, ventilate and circulate the air all year round. . . The features will clinch the sale and prove it's more profitable to handle the *'FRIGID' Quality Line.*

Jobbers—Prepare now to fill the big fan and air conditioner demand expected in 1953. Write for the new descriptive catalog which also includes full line of industrial fans, blowers and shutters.



"Buy the Best for Less!"

CIRCULATORS & DEVICES MFG. CORP.

128-168 THIRTY-SECOND STREET • BROOKLYN 32, N. Y.



SHADOW BOX is feature of new Silex display. The unit pictured is done in four colors with decanter recessed in shadow box which is backed with blue foil.



SILENT SALESMAN for the promotion of Eureka "Dispos-O-Matic" foot waste disposer is now available to the company's dealers. Display features center picture which tells at a glance the purpose and operation of the unit.

Thor Corp.

Unusual merchandising and display material designed to promote Thor automatic and spinner washers with the new built-in "water and soap saver feature" is now available.

Included in a complete demonstration package are a demonstration model washer, a sample of the firm's duo-direction pump, towels, soap and a 15-minute slide film.

The promotional kit contains satin banners for window, wall and floor display, special consumer literature, dealer ad mats and mail pieces.

To help dealers in "following up" prospective customers, Thor has prepared Kodachrome postcards showing the new washers. Dealers are urged to mail these cards to prospects.

According to Robert J. Runge, advertising manager for the firm, the new demonstration and promotional materials have been planned "to make it easier for dealers to sell the 'water and soap saver' feature to their prospects."



NEW FAN DISPLAY planned to help customers for Robbins & Myers units sell themselves has recently been introduced. The displays are so designed as to make salesmans job easier in demonstrating how smoothly and quietly the fans operate.



ANIMATED DISPLAY reveals sixteen separate sales messages in rotation designed to point out for prospective buyers the advantages of the Bendix Duomatic washer-dryer. W. A. MacDonough, Bendix director of advertising and sales promotion looks on while Milt Sturm, explains features of display created by Kling Studios, Chicago.

A Jet-powered business builder!

HOUSEWIVES GET THIS

SPRING CLEANING KIT... FREE!

(VALUE $3.69)



WITH 10-DAY FREE HOME TRIAL OF UNIVERSAL *Jet 99*

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

BEACON FLOOR WAX · BEACON WAX & DIRT REMOVER · BRILLO SOAP PADS · EXPELLO MOTH CRYSTALS · GLAD RAG · GLASS WAX · VERNAX FURNITURE CREAM · IVALON MIRACLE SPONGE DECORATIVE WASTEBASKET · PLASTIC BOWL COVER

Jet 99 has 56% MORE POWER BY ACTUAL RATING!



8 OUT OF 10 HOME TRIALS OF JET 99 RESULT IN SALES!

Why? Because 95% of the women questioned in a recent survey were cleaner-owners—and almost 50% asked for more power!

By actual test Jet 99 delivers 56% *more* rated horsepower than the average of the 4 other most popular cleaners in America!

Handling ease and dirt disposal rated next with these housewives—Jet 99 leads again!

Dealers all over the country report an increase in sales up to 400% since introducing Jet 99—why don't *you* w-h-o-o-s-h up your sales with this amazing cleaner?

GET DETAILS OF THIS GREAT OFFER, FROM YOUR DISTRIBUTOR!

Dealer Protection Guaranteed On Home Trial Returns

Jet 99 backs up your sales with ads in these leading magazines: Life, Good Housekeeping, Family Circle, Better Homes and Gardens, Coronet, Post, Modern Bride.

plus: Powerful point-of-sale ads in your local papers!

plus: Selling tools such as: mats, counter displays, festoons

plus: NEW CHEST-A-SEAT TRADE-IN OFFER—a handsome hassock with storage space for the Jet 99! Your customer gets it for her old cleaner with the purchase of Universal Jet 99—*no extra charge!*



UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

Jet 99

What's your share of a 35 Million Dollar Profit?

Here are the facts!

In '53 steam irons will take over the huge electric iron industry.

Steam irons are now outselling Dry Irons more than 2 to 1... if you don't feature steam irons in your Ads, Displays and windows you will lose business to your competitor.

8 out of 10 of your customers want a Steam Iron—they will spend more dollars with you for Steam Irons in '53 than for any other traffic appliance.

CASCO

"best seller of them all..."

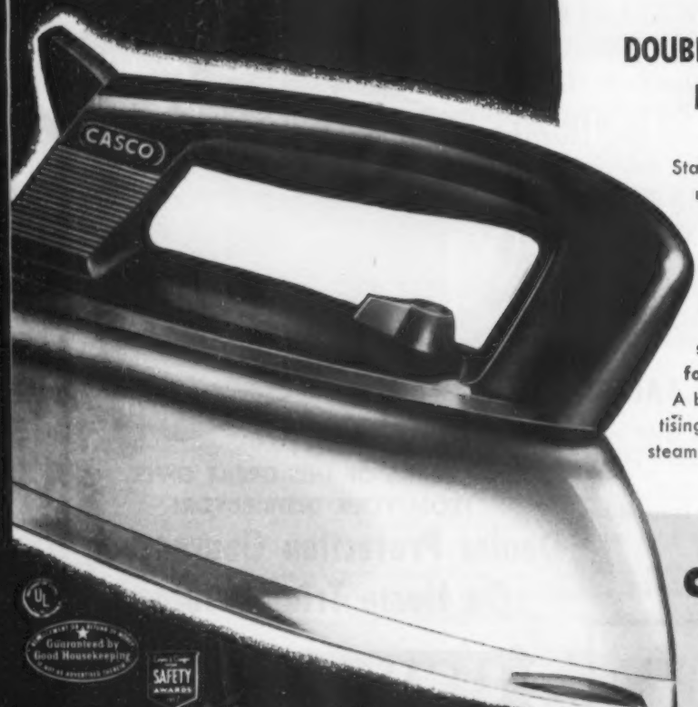
Lays $1,000,000 On The Line To Rocket Your Iron Sales!

...in a record breaking magazine campaign sparked by big DOUBLE SPREADS • FULL PAGES NEWSPAPERS • TELEVISION



Starting in March, month after month, market after market, coast to coast, ad after ad in **The Saturday Evening Post, Woman's Home Companion, Better Homes and Gardens, House Beautiful's Guide for the Bride, Good Housekeeping, Sunset, Redbook, Household** and **Living for Young Homemakers.**

A bombardment of heavy caliber advertising, making Casco the fastest selling steam iron you've ever had.



Guaranteed by Good Housekeeping

SAFETY AWARDS

Order Casco Offer X-6 Now!

(6 Casco Steam & Dry Irons)... and get

Free Merchandising Kits

Costly counter and window displays; colorful window streamers; free trial stuffers, and a dazzling assortment of valuable point-of-purchase and direct mail materials that enable you to make profitable, fast, easy sales.





Ask your jobber now about "nationally advertised" Casco

15 Day Free Trial!

CASCO PRODUCTS CORP., BRIDGEPORT 2, CONN.

QUALITY MANUFACTURERS OF FINE HOME APPLIANCES FOR OVER 30 YEARS

New Positions

Crosley Div., Avco Mfg. Corp.



GEORGE F. O'BRIEN



JOHN G. WEAVER

The appointment of George F. O'Brien as manager of home laundry equipment sales, and Donald D. Smith, as manager of air conditioning sales has been announced. O'Brien comes to Crosley direct from Interstate Department Stores where he served as merchandising counsellor, while Smith comes to the company from the Williams and Shelton Co., Charlotte, N. C. In an additional executive appointment John G. Weaver has been named manager of advertising.

Coolerator Co.

Appointment of L. O. Braun as district manager in the Cleveland sales district has been announced. Braun joins the company after serving as vice-president of Southern Wholesalers, Inc., Washington, D. C.

American Kitchens Div., Avco Manufacturing Corp.

New regional appointments within the division include the following. Edward F. O'Shea becomes Boston district sales manager while Lon Evans assumes a like position in the Dallas district sales offices.

Ampro Corp.

Announcement has been made of the appointment of Robert S. Saichek as advertising and sales promotion manager for the company, a post recently vacated by James D. Summers. In an additional executive appointment Howard C. Handwerg has been named assistant general sales manager. Handwerg joins Ampro after service with Motorola, Inc.

Universal Major Electric Appliances, Inc.

New regional appointment is that of L. A. Johnson to the post of regional sales manager for the company in Ohio, Michigan, western Pennsylvania and portions of West Virginia. Johnson's varied home appliance experience includes service with R. C. A., Philco and Bendix.

Berger Mfg. Division Republic Steel Corp.

Appointment of six district sales representatives for the division have been announced recently. The new representatives included the following; Bayard A. Yerkes of Philadelphia; Dayton Young of Chicago; John Anderson of Boston; James D. Hesser of New York; Frank A. Riley of Dallas; Gordon A. Yeazel of Chicago.

Sylvania Electric Products, Inc.

Walter Lefebre has been appointed director of television market development in which post he will direct coordination of company sales in new television markets as they are created in the future. In a regional appointment Robert L. Shaw becomes district sales manager for the company's territory in Missouri, Kansas and Tennessee.

General Electric Co.



RAYMOND V. BUIVID



HENRY A. CROSSLAND

The company's electronics department in Syracuse has announced the promotion of Raymond V. Buivid who becomes radio sales manager. Additional appointments emanating from Syracuse are those of Thomas J. Nicholson to parts sales manager, and Henry A. Crossland as sales manager for special products.

Louisville announces appointment of two products sales managers for the newly established specialty refrigeration products department. A. Thomas Millott was named sales manager for food freezers in this department while R. Dail Moore has been named to a similar position for room air conditioners. Additional appointments at the Louisville headquarters are those of Torvald D. Eberhardt who becomes divisional manager of marketing, administration and services, and Charles E. Ingraham, manager of marketing for electric sinks and cabinets.

Skil Corporation

Announcement has been made of the appointment of Robert P. Melius as merchandising manager for the company. Melius replaces William Ferry who has been named industrial sales manager. Jack T. Carlsen, former industrial sales manager will direct the company's newly formed sales training division.

Maytag Co.

The company has announced the appointment of two new regional sales managers, E. J. Faust and Raymond H. Hamilton. Both men will take over territories in Michigan, Faust with nine counties in the southwest and Hamilton in charge of fourteen counties in the western part of the state.

Florence Stove Co.

Harley M. Palmer, formerly sales representative on the company's eastern division, has been recently promoted to sales training supervisor. Palmer will supervise all phases of sales training in his new position, including meetings and schools. In a regional appointment Richard J. Nevins has been named sales representative in central and western New York.

Admiral Corporation



PAUL DYE



TED NEMES

Announcement has been made of the appointment of three executives to newly created positions within the corporation. Paul Dye, former manager of distribution has been named general sales manager, Ted Nemes takes over as sales manager of the new air conditioning division, and Robert L. Anderson becomes manager of the market and research department.

Emerson Radio & Phonograph Corp.

George Cohen has been appointed assistant director of sales it has been announced. Cohen will devote his efforts primarily to establishing closer liaison with regional salesmen, and in directing distributor and dealer contacts.

Remington Corp.

Reflecting the expansion of its field service program the company's air conditioning division has announced the appointment of Carl Zauner as national service manager, Charles Cross, as service parts manager, and H. D. Kline, as field representative.

Kelvinator Division Nash Kelvinator Corp.

Two new appointments have been made to Kelvinator's laundry equipment staff. Howard A. Weliver is named as laundry equipment sales representative, and Elinor Lee Jones, laundry specialist, assigned to the Kelvinator kitchen. Weliver will make field contacts for the company, while Miss Jones will supervise laundry equipment activities in the home economics department.

New Positions

Arvin Industries, Inc.



R. H. WILLIAMS



W. M. JOHANSEN

Announcement has been made of reassignments of responsibilities in the company's electric housewares division. R. H. Williams and W. M. Johansen, formerly assistant sales managers have beeen appointed sales manager, and sales manager, special accounts, respectively. David C. Black is now assistant sales manager of the electric housewares division, while John Prout becomes sales promotion manager for the same division.

Ironrite, Inc.

Newly named regional manager for the Southwest is Jack Ricard who will contact dealers in Texas and five other southwestern states.

Gibson Refrigerator Co.



FRANK S. GIBSON

At the annual meeting of shareholders, Frank S. Gibson, Jr., was elected to succeed the late Louis W. Hamper as executive vice president. Gibson will also continue in office as secretary and treasurer of the company.

Westinghouse Electric Corp.



SHELDON F. MYERS

Sheldon F. Myers has been named advertising and sales promotion manager of the television and radio division of the company. He will direct all advertising and sales promotional activity of the division. Announced at the same time was the appointment of Harold S. Boxer to be assistant to the advertising manager. Myers prior to his appointment had been sales promotion manager of the consumer products division, mid-Atlantic district, and has also served as sales manager for the air conditioning division of the organization in Mansfield.

Bendix Home Appliance Div., Avco Manufacturing Corp.



G. W. FIELD

G. W. Field has been promoted to the post of sales manager for the company's clothes dryer department, in which position he will work directly with Terrence D. Kennedy, laundry division sales manager. In a regional appointment Robert B. Olin has been named northwest divisional sales manager with a territory comprising eight western and midwestern states.

York Corporation

Announcement has been made of the appointment of Jerry Hart as advertising and sales promotion specialist for the company in the North Atlantic district. Hart will operate out of New York and will assist the company, distributors in the formulation of future promotional programs.

Norge Division Borg-Warner Corp.



B. H. MELTON

In an appointment at the executive level B. H. Melton has been made electric range and water heater sales manager of the division. Melton's previous service with Norge includes that of midwest district representative, and work with the contract sales department of the aircraft division.

Three additional home economists have joined the Norge home service department. Dorothy Clure and Joslyn Gabel will work with the company's distributors to build up home service activities, while Barbara Bloom will handle consumer relations.

Schick, Inc.



ORVILLE A. PETTY

The company has announced the appointment of Orville A. Petty as field sales manager with headquarters in the home offices in Stamford. Michael J. Butler has been promoted to eastern district sales manager, the post formerly held by Petty. In the newly created east central district, Walter D. Gray, former Cleveland sales supervisor, has been advanced to district manager.

Remington Rand, Inc.

Robert D. Short, St. Louis branch manager for the company's electric shaver division has been promoted to eastern division sales manager with headquarters in New York. Short has been associated with the company for six years and prior to that with both Emerson Electric Co., and Silex Co.

Hoover Company



H. W. HOOVER, JR.



MARGARET B. DOUGHTY

H. W. Hoover, Jr. will take on added duties with the company's sales organization. Hoover, a vice president of the firm, will serve as deputy to the vice president in charge of sales and will head the company's service division, as well as other staff departments. Another recent appointment includes Margaret B. Doughty who becomes director of the Hoover home institute in which post she will have charge of all home economics activities. In other promotions James C. Hoover has been named manager of sales research for the midwestern division, and Osborn H. Hansen has been appointed eastern regional manager for the special products division.

Eureka Williams Corp.



ANDREW F. WARD

Andrew F. Ward, previously Gas-O-Matic sales manager for the company's Williams division, has been appointed general sales manager of the entire Williams division, in which post he will have charge of Oil-O-Matic, Gas-O-Matic and Air-O-Matic products.

You can count on Motorola for . . .

FULL YEAR WARRANTY

and then some!

You naturally expect the world's largest exclusive electronics manufacturer to back up its franchise with a warranty second to none. And Motorola does.

But Motorola doesn't stop there. Motorola believes in blazing new trails. You don't just tag along when you sell Motorola TV. You *lead.*

That's why Motorola was first to give its dealers the advantage of a revolutionary *full-year* warranty on *all parts,* as well as all tubes and picture tube.

The Motorola warranty is proof of greater dependability. It goes all-out. A superior warranty made possible by superior quality.

Motorola's full-year warranty on all parts makes your selling job easier. It helps you overcome fear of replacement costs. It cuts down your servicing charges. It lets you keep your initial profits. It helps build repeat business.

Motorola's *complete* full-year warranty means profits for you

—and then some!

Sell Better ~~See~~ Motorola TV

Reduce Service and Delivery Costs

. . . with

KARYALL "MODEL HR" BODY



Costly service time can be reduced appreciably with this Model HR Karyall Body—in sizes to fit your ½, ¾ and 1 ton pickup trucks.

With this Karyall unit, tools and parts are stored in an orderly fashion — ready access to tools and parts is provided — and cargo area is actually increased. Why fuss with makeshifts when this weathertight Karyall Model HR Body will save a surprising amount of time, money and man hours.

Accessories such as ladder racks — pipe racks — dome light — folding endgate step, etc. are available as optional equipment.



1. RIGHT SIDE VIEW illustrates the standard interior arrangement of right horizontal compartment which includes a removable 24 inch, adjustable partition tray with balance of compartment free.



2. INTERIOR VIEW illustrates the sliding roof in forward position—The standard shelf area of right roof enclosure—The left roof enclosure shelf area with optional 10" bins.

Write Today

KARYALL BODY, INC.

8221 CLINTON ROAD, CLEVELAND 9, OHIO

SELF-SERVICE SALES *CLIMB!*



- "Related-Item" Buying is Multiplied
- Impulse Sales Increase Sharply

Tested and Proved

Flexo-Step STORE FIXTURES

- Unlimited Flexibility...Individual Steps Removable
- Easy to Effectively Display Merchandise of any size or shape
- All merchandise is Easy-to-See...Easy-to-Handle...Easy-to-Buy
- More Selling Space...50% more than Conventional Equipment
- Brings you more money per square foot of floor space
- Sliding Doors in Base Permit Easy Access to Storage Space
- Expertly built of Strong Veneers by Fixture Craftsmen, Beautifully finished
- Shipped Completely Assembled...Ready to Make Immediate Sales for You

ADD SALES CO. 702 COMMERCIAL ST. MANITOWOC, WIS.

WRITE . . WIRE OR USE THIS COUPON FOR MORE SALES AND PROFITS

ADD SALES CO.
702 COMMERCIAL ST.
MANITOWOC, WIS.

DATE .....

PLEASE SEND ME FREE FULLY ILLUSTRATED CIRCULAR ON FLEXO-STEP STORE FIXTURES WITH PRICE LIST.

NAME .....

STREET .....

CITY .....

NEW POSITIONS

Whirlpool Corporation



THOMAS J. LOUNSBERY

The appointments of Thomas J. Lounsbery as sales promotion manager for the washer division and Bernard Collins and Charles W. Rexford as regional sales managers have been announced. Collins territory will include St. Louis and Kansas City, Mo., and portions of three other states, while Rexford's territory will include trading areas in Ohio and West Virginia.

Murray Corp. of America



FRANKLIN T. GRIMES

Franklin T. Grimes, former director of sales training for the Whirlpool Corporation's laundry division has joined Murray in the post of sales manager of the kitchen cabinet division.

In addition to previous experience with Whirlpool Grimes has had additional experience in the home appliance field with Bendix.

Stewart Mfg., Inc.



E. A. BONNEVILLE

The company has announced the appointment of E. A. Bonneville as general sales manager. Prior to joining Stewart, Bonneville held a similar position with the Remington Mfg. Co., and also as vice president of Times Appliance Co., New York.

Hamilton Beach



RALPH ZENNER

Ralph Zenner has recently been named as sales manager for the Hamilton Beach Company, in which position he succeeds Fred S. Tuerk who has retired. Zenner has been with the firm for twenty-five years, the last six of which have been assistant to Tuerk.

Royal Vacuum Cleaner Co.

Newly named as regional representative for the company is Estil S. Hoskins. Hoskins in his post as southeastern district sales manager will have a territory comprised of Virginia and seven other southern states.

Bendix Radio

Ralph E. Leader has been appointed to the post of northeastern district manager for Bendix television and radio products. Leader's territory will include northern New York state, and all of the New England states with the exception of Connecticut.

Hotpoint Co.

Announcement has been made of the appointment of Elmer H. Ruesch as manager of field product service in which position he will direct overall service policy for electric kitchen and laundry appliances.

American Electrical Heater Co.

Two promotions at the executive level have been announced. Richard G. Ellis has been named general sales manager, while John A. Thompson takes over the post of assistant general sales manager.

An Important Message to Home Freezer Distributors — Present and Potential

they call me "Mr. Frozen Food"...



...and I guess the name is going to stick.

Much has been written and discussed about the merits and demerits of freezer food plans.

On one point the Industry is completely in accord—the amazing contribution to increased sales of home freezers and frozen foods directly attributable to good, soundly-conceived, soundly-operated freezer food plans such as the original, authentic F.O.A. Food Savings Plan. Without question, these increases represent the most dramatic sales success story in America.

Without being egotistical, I remind the Industry that the record shows that back in 1941 I originated this revolutionary, evolutionary method of food distribution, involving the sale of a food freezer and automatically creating a supermarket in the home.

True, there has been some criticism directed at freezer food plan operators who have been less than scrupulous. It is unfortunate that any new industry must attract some of the bad with the good. F.O.A., though widely imitated, has never tried to expand on the basis of irresponsible, exaggerated mis-statements or wild claims. F.O.A. complies in every respect with the highest standards of watch-dog organizations devoted to preserving good business ethics.

For the past four years, Freshmaster Upright Freezers have been distributed exclusively through F.O.A. Food Savings Plan dealers. Thanks to the merchandising power of F.O.A., Freshmaster is the only freezer in America today that is moving out of distributor-dealer warehouses direct to the consumer, without the association of the ugly words, "How much discount can I get?"

For distributors who are interested in volume home freezer sales through dealer organizations, the F.O.A. Food Savings Plan presents the most complete A to Z know-how package, including every type of sales help, tested retail sales presentation manuals, training aids, tried and proven methods of recruiting sales personnel for dealers, tested advertising without guesswork. This is backed by the exclusive, registered copyrighted "New Way of Life" program. With this program the complete line of competitively priced Freshmaster Freezers and the F.O.A. Food Savings Plan have withstood the ups and downs of the home freezer business cycles and continue to lead the field against all types of competition.

I will be at the Conrad Hilton Hotel, display room 521, for the Frozen Food Convention in Chicago, from March 1st to 4th, and will be happy to discuss with interested distributors those territories still available for F.O.A.-Freshmaster franchises. Please come in, if only to say hello.

John M. Bess

JOHN M. BESS

THE FRESHMASTER UPRIGHT FOOD FREEZER, recommended by the F.O.A. Freezer Food Plan, is accepted for advertising by the American Medical Association.

ACCEPTED FOR ADVERTISING IN today's health PUBLISHED BY THE AMERICAN MEDICAL ASSOCIATION

ORIGINAL AUTHENTIC F O A FOOD PLAN

FRESHMASTER CORPORATION

455 Eleventh Ave., N. Y. 18, N. Y., BR 9-5263

Winning Window



"HOTTEST dealer" promotion held among Lewyt distributor salesmen throughout the country was recently concluded, with Henry J. Hass of Betco, Inc., Louisville, the grand prize winner. Hass arranged his prize winning promotion with the Kaufman-Straus Co., in Louisville, which devoted a large window display to furthering sales of Lewyt in the area. Promotional activity also featured full page ads in the Louisville Courier-Journal and Times, and over 150 radio spots during the period of the promotion.

Honor Lewyt

Over 400 dealers and 100 guests attended a banquet meeting in the ballroom of the Park-Sheraton Hotel, New York, on February 10 at which Lewyt officials were honored by dealers and distributors.

Host at the dinner was Gross Distributors, Inc., metropolitan Lewyt distributors. Sharing the spotlight with Lewyt officials were executives of the Gross organization, who outlined spring promotional plans for the dealers.

Guests of honor included Alex Lewyt, president of the firm bearing his name, Walter Daily, Lewyt vice-president, and Edwin S. Goodliffe, Lewyt factory representative. Lewyt was presented a silver plaque by Gus Hoefeller of Gertz Dept. Store on behalf of dealers, expressing their admiration of his "merchandising and manufacturing policies which chanelled the vacuum cleaner business through the appliance dealer." Daily was given a scroll "in recognition of his contributions to modern vacuum cleaner advertising and merchandising." Goodliffe received a silver pen and pencil set in appreciation of his cooperation.

Product and advertising presentations were handled by David Stern, sales manager of the Gross Lewyt division and Robert Burros, advertising manager. The ad campaign includes local co-op, 254 billboards, 177 TV commercials each signed by a Lewyt dealer and a four-color page ad in a New York Sunday paper. The ad will be reprinted as the back page of a tabloid broadside, which will be part of a spring merchandising kit.

The meeting was under the chairmanship of Robert A. Gross, executive vice-president of the distributing firm. Also on the program was Benjamin Gross, president of the firm, who spoke of his 30 years in the industry.

Admiral Corp.

To simplify corporate structure Admiral has announced the consolidation of seven subsidiary distributing companies into two corporations. Admiral Distributors, Inc., a New York corporation, will combine the New York distributing division and Appliance Distributors Division, Chicago. A second company, Admiral Distributors, Inc., a Delaware corporation, will have distributing divisions in Boston, Milwaukee, San Francisco, Los Angeles, and San Diego. The Newark distributing organization will remain as a separate corporation. Several personnel appointments were announced in the new corporate setup. Earl Erickson was named vice president and general manager of Appliance Distributors Division, Chicago, while Michael J. Nicolin takes over a similar post with the San Diego division. In New York, Robert I. Howard has been appointed vice president and general manager of Admiral Corporation's distributing division. Howard will continue to serve also as vice president and general manager of the Newark division. Named as general sales manager is Dan Jacobs, formerly sales manager of the Newark division.

General Electric Appliance Co.

The contract for construction of General Electric Appliance Company's new $750,000 headquarters building in Los Angeles has been awarded. The new building when completed will contain 127,000 square feet of space and will be located in the central manufacturing district of the Vernon section in Los Angeles. Providing executive office space as well as over 100,000 square feet for warehousing, the new headquarters will serve dealers in all of southern California, and parts of Arizona and Nevada.

The Sampson Co.

Announcement has been made of the promotion of three men in the Chicago company's major appliance division. Edward R. Denk, has been named as general sales manager, while Charles Conturba takes over as city sales manager. Arnold Greenburg will assist Conturba in the post of assistant city sales manager.

Bauchman-LaPrelle, Inc.

Appointment of Charles W. Hull as sales promotion manager for Bauchman-LaPrelle, New Orleans distributors of Amana home freezers, has been announced. Hull was one of the first to use the food plan method of merchandising food freezers in the Texas area.

Artcraft Electric Supply Co.

David F. Muir, formerly with Florence Stove Co., has joined Wilmington distributor Artcraft Electric in the capacity of sales manager of the major appliances division.

Trion, Inc.

Edgar F. Wainwright has been appointed manager of appliance sales for the newly formed appliance division of Trion, Inc., McKees Rocks, Pa.

Presque Island Electric, Inc.

Commercial Electric Co., of Toledo has opened an Erie, Pa. subsidiary, to be known as Presque Island Electric, Inc. Joseph F. Lengel, former manager of Commercial's supply division, has been named general manager of the Erie operation.

Ludwig Hommel & Co.

Arthur A. Colville has been appointed field sales manager of Hommel & Co., Pittsburgh. Colville will have charge of all sales activities of the company, exclusive of Allegheny county.

I T & T Distributing Corp.

Ben Z. Kaplan has been appointed advertising and sales promotion manager of I T & T Distributing Corp., New York. Kaplan had previously been advertising manager of Motorola-New York, Inc.

West Coast Installation



WESTERN UNION'S most recent electronic development, Intra-Fax, has been added to Portland, Oregon distributor, F. B. Connelly's office equipment to help in expediting shipment of dealer orders. The new machines, four of which were installed in the company's main office instantly transmit facsimiles of written orders and messages to receivers spotted advantageously throughout the plant. Shown during initial test of machine are Frank Porter, left, vice president of Connelly, and W. H. War, superintendent of Western Union's Portland offices.



THERE'S NO LINE LIKE

THE INCOMPARABLE Capehart

RSVP*

FOR YOUR CUSTOMERS

Performance like this . . . a newly designed chassis, with *Reserve Supply Video Power, for clear, brilliant, stable pictures anywhere—engineered in advance for UHF and VHF reception in primary and *fringe* areas.

Quality like this . . . exclusive Symphonic-Tone and cabinetry that sets the standard in the industry for distinctive beauty and skilled workmanship.

Range like this . . . from television table model to television-radio-phonograph consoles, traditional or modern in design, for as little as $229.95** up . . . also choice of table, portable and clock radios.

FOR YOU

Manufacturing know-how . . . behind the incomparable Capehart stand the two outstanding names in electronics—Farnsworth, the inventor of television, and Capehart, the perfecter of television.

Selling know-how . . . a sound, consistent, nationwide advertising, merchandising and promotion campaign that means powerful sales-help for you NOW, a long-range sales program you can count on for FUTURE profits.

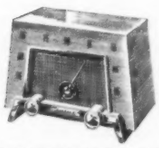
CAPEHART-FARNSWORTH CORPORATION
Fort Wayne 1, Indiana
An Associate of International Telephone and Telegraph Corporation

A VALUABLE FRANCHISE MAY STILL BE AVAILABLE . . .
see your Capehart distributor, or write Fort Wayne.

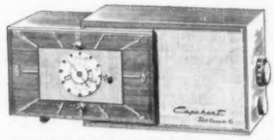


The CAPEHART "CORONATION"
The CROWNING achievement in electronics, a thrilling experience in television. 27-inch Crystal-Clear Picture, world-famous Symphonic-Tone. New chassis meets all requirements for UHF and VHF in primary and fringe reception areas. **$699.95**

**Prices slightly higher in the South and West.*



The CAPEHART Table Radio (T-522). As distinctive in styling as it is in performance. Automatic volume control, tone compensation, vernier tuning. Plastic cabinet in choice of decorator colors. **$29.95****



The CAPEHART "Deluxe 6" Clock Radio (Model TC-62). The world's most beautiful Clock Radio. An accurate timepiece, a superb radio, turns on appliances automatically. Plastic cabinet in choice of five decorator colors. **$49.95****

For SPORTS CAMPING MOTORING

Empire ELECTRIC LANTERNS

SAFEWAY Travelite No. 958

FOCAL-RAY No. 900

Focal adjustment. Throws powerful spot-beam or floodlight by turning lenshead. Pivot base — light stays "put" at ANY angle. Plastic handle.

$3.50

FLASHER

Blinks . . . Beams . . . or Blinks AND Beams! Twin Switches. Red flasher cautions traffic, while side spot beam provides powerful service light. Pivot Base

$5.95

EMPIRE Hi Lo PIVOT-LITE No. 870

Turn night into day! Twin lights — extra brilliant side light with top flood light. Pivot base spots light up or down

$4.50

☆ EMPIRE ELECTRIC LANTERNS are designed to meet the wide profitable Sports, Motoring and Farm Market. Nationally advertised.

Write for Empire catalog.

The METAL WARE CORPORATION, Two Rivers, Wisconsin

Solves the Problem of Mailing List Maintenance!

Probably no other organization is as well equipped as McGraw-Hill to solve the complicated problem of list maintenance during this period of unparalleled change in industrial personnel.

McGraw-Hill Mailing Lists cover most major industries. They are compiled from exclusive sources, and are based on hundreds of thousands of mail questionnaires and the reports of a nation-wide field staff. All names are guaranteed accurate within 2%.

When planning your direct mail advertising and sales promotion, consider this unique and economical service in relation to your product. Details on request.

for Results

McGRAW-HILL DIRECT MAIL LIST SERVICE

McGraw-Hill Publishing Co., Inc.

DIRECT MAIL DIVISION

330 West 42nd St., New York, 18, N. Y.

ONE MAN *instead of two* DELIVERS APPLIANCES

SLIDES UPSTAIRS...

DOWNSTAIRS

IN AND OUT OF TRUCKS

WHEELS SWING FORWARD FOR LOADING ... BACKWARD TO BALANCE LOAD

Deliveries are easy . . . safe . . . and less costly with an Easload Appliance Truck. You save the cost of an *extra* man and the appliance is always safe because it is strapped on and cinched tight with a ratchet-type cincher. Rubber pads protect the finish.

Note how the large wheels with 10 x 2.75 cushion tires lock in the *load balancing* or the *loading* position until released by a foot pedal. See the two small rubber wheels used for loading.

Save the cost of an extra man; order your Easload today . . . only . . . **$53.50** FOR LOS ANGELES

COLSON EQUIPMENT & SUPPLY CO.

1317 Willow Street • Los Angeles, California

EASLOAD APPLIANCE TRUCK

Host to Distributors



ON HAND for Thor Corp's annual market-week party for its distributors were, left to right, Stanley C. Bernhardt, Home Products ,Inc., Cincinnati; Paul Welchans, Thor service manager; Ross Sims, Thor southern division sales manager; L. L. Mason, Charleston Wholesale Furniture Co., Charleston, W. Va.; and Bob Steltenkamp, Thor product manager.

Anchor Distributing Co.

J. Warren Russell has been appointed vice president and general sales manager. Russell's experience prior to joining Anchor includes the post of vice president in charge of sales for Allied Distributors-New Jersey, Inc., and also as eastern division manager for Bendix Home Appliances.

Roycraft Co.

Three promotions in the sales department of the Roycraft Co., Minneapolis, have been made known. Alfred Capron is the new sales manager of the company's Philco division, while James E. Kelly takes over as assistant sales manager in charge of major appliances. Elvin T. Christman has been named sales promotion manager.

Boyd Distributing Co., Inc.

Cecil H. Boyd, president of the company, has announced that construction has started on a new warehouse and office building in Denver. The new building will have an area of 30,000 square feet, and the general offices of the company, as well as service departments and warehousing facilities will all be under the one roof. The company expects to be able to occupy its new quarters in the near future.

J. A. Williams Co.

The J. A. Williams Company Pittsburgh recently feted their 125 sales people to a "victory" celebration marking the completion of the most successful two-months sales activity in the organization's fifty-three year history. Following an all-day sales meeting outlining 1953 objectives the celebration included cocktails and dinner, and the award of over $18,000 in cash prizes to the company's "Quota Buster" salesmen.

General Electric Supply Co.

Announcement has been made of the decision of the company to establish new district offices at Grand Rapids, Sacramento and San Antonio. Wilfred J. Richter will be district manager at Grand Rapids, Edwin Ames, district manager at Sacramento; and Berl M. Raborn, district manager at San Antonio. Creation of the new offices will mean that the supply company will now have 45 district offices.

Philip H. Weil has been appointed sales manager of the radio, television and traffic appliances division for the Milwaukee, Wisconsin, district.

Graybar Electric Co.

L. C. Esthus who has been district sales manager in Chicago, returns to Des Moines as manager, while D. M. Hitchcock, present Des Moines manager, transfers to Denver where he replaces retiring S. B. Hardin.

Allen B. Dumont Labs, Inc.

Samuel D. Brechner has been named manager of the New York factory distributing branch of the receiver division. Brechner comes to Du Mont after service as sales manager for one of New York's largest appliance distributors.

Zenith Radio Corp.

W. W. Cone has been appointed general manager of the New Jersey division of Zenith Radio Corporation of New York. The New Jersey division will distribute Zenith TV and radio products in thirteen northern counties of the state, and will also serve Richmond county in New York. Prior to joining Zenith, Cone was vice president in charge of sales and merchandising for Motorola-New York, Inc.

Got a hole in your business?



Many an appliance dealer, like the gent watering his lawn, has a hole in his business that's costing him money. *Big* money!

Last year, vacuum cleaner sales grossed about $266 *million!* So, anybody who wasn't in the business didn't get his share of *millions in profits. Real profits, too*—because with cleaners, delivery and service expenses are negligible, installment expenses don't exist—and it's usually a *cash business!*

Those should be *your* profits. Cleaners are appliances—and appliances are your business! And they can be yours because General Electric has everything to plug that hole!

The hottest cleaner on the market is G.E.'s new Swivel-top, model C-1. And it sells for only $89.95,* including attachments and caddy!

This is the cleaner that gives you "Reach-easy" cleaning—and people will know about it through the biggest advertising campaign in the business! 17 full-color pages in LIFE and GOOD HOUSEKEEPING! 26 in-home demonstrations on G.E.'s television show, "I Married Joan."

Result: more pre-sold customers for the General Electric *than for any other cleaner!* And they'll become *sold* customers, thanks to General Electric's customer-getting program! Just look ➡

**Manufacturer's recommended retail price.*

Here's how to hem in customers



You lure them into your store with the new miniature cleaner—an exact scale model of General Electric's new Swivel-top! Inside this sales bait is an emergency sewing kit that makes it both irresistible and practical!

You give one away to each customer who comes in and sees a demonstration of the C-1 cleaner. Call your G-E distributor—and let him help you start sewing up that hole in your business tomorrow!

General Electric Company, Small Appliance Division, Bridgeport 2, Conn.

GENERAL ELECTRIC

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H. E. Hilty, Mgr.

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This index is published as a convenience to the readers. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING assumes no responsibility for errors or omissions.

SEARCHLIGHT SECTION

(Classified Advertising)

SELLING: EMPLOYMENT — "OPPORTUNITIES" — MERCHANDISE: BUSINESS

WANTED

HOME FREEZER MANUFACTURER'S FIELD REPRESENTATIVES

Manufacturers representatives wanted for leading home food freezer manufacturer with national distribution. Heavy promotion, outstanding products, and interesting profit deal makes selling easy to dealers, food plan operators and distributors. This is a remarkable opportunity to affiliate yourself with this old, established company during expansion of our field force. Several excellent territories are open. Write fully in confidence, covering experience, territory desired, present lines, etc.

RW6781 Electrical Merchandising
330 W. 42nd St., New York 36, N. Y.

REPLIES (Box No.): Address to office nearest you
NEW YORK: 330 W. 42nd St. (36)
CHICAGO: 520 N. Michigan Ave. (11)
SAN FRANCISCO: 68 Post St. (4)

SELLING OPPORTUNITY WANTED

SALES MANAGEMENT and promotion man available. 15 years wholesale and retail selling and management experience. Retail experience with Singer, Electrolux, and Hoover. Managed and owned successful retail and wholesale businesses. Very promotional minded. Exceptionally successful in training retail and wholesale appliance salesmen. Would like interview with manufacturer, who needs substantial increase volume at a minimum cost. Now living in Conn. but will relocate anywhere the opportunity arises. SA-6990, Electrical Merchandising.

BUSINESS OPPORTUNITY

As a Wholesale Distributor we have an excellent business opportunity consisting of a Frigidaire Appliance Franchise available for some live wire merchandiser who can develop an outside selling organization. This city is located in the Southwest and has a trade area of approximately 250,000 people. At the present time there are only two other accounts in town. Please give us your business experience and financial condition in your first letter. BO-6524, Electrical Merchandising.

FOR SALE

PROFITABLE APPLIANCE BUSINESS

in 70,000 pop. trading area. $175,000 volume yearly last 3 years. V.H.F. television station will be on air by June. A proven profit maker controlling appliance business for 20 mile radius. Have top franchises and complete service department. Modern display floor, service and warehouse all in one building only 4 years old located on heavy traffic highway with lots of parking area. Will cut inventory to suit buyer. Merchandise at invoice cost. Building, fixtures, equipment etc. at depreciated book value. No blue sky. Business could be expanded to include furniture, etc. Located 100 miles from Minneapolis, Minnesota in heart of vacation, hunting and fishing land. City economically near perfect. Owners home available if desired. Owner must move by summer. Principals only.

BO-6882, Electrical Merchandising
520 N. Michigan Ave., Chicago 11, Ill.

MOTOR EXCHANGE SERVICE

Your burnt out vacuum cleaner motors completely rebuilt guaranteed one year.
Your cost $8.50 G. E. tank motor $9.50
1000 Rebuilt vacuum cleaners $9.50 up.
Rebuilt Tank Vacuums $19.50 Up
DEALERS' VACUUM CLEANER CO.
140 Nostrand Ave. Brooklyn 5, N. Y.
Armature Winding Service

WE CAN BE YOUR FACTORY AND SAVE YOU MONEY!

Do you have a packaging, assembling, warehousing and/or shipping headache? Responsible, experienced and efficiently operated firm located in midwest city offers its facilities. 50,000 sq. ft. one story brick building, trackage for seven cars. Ample number of workers to handle any size operation of assembling kits, sets, packages for domestic or export shipment. Will eliminate much of your overhead, space requirements and help problems.

WITH OUR PLAN YOU HAVE LESS INVESTED—MAKE MORE PROFIT

Write:
CW-6898, Electrical Merchandising
520 N. Michigan Ave., Chicago 11, Ill.

New Advertisements

received by March 11th will appear in the April issue, subject to space limitations.

Address copy to the Classified Advertising Division
ELECTRICAL MERCHANDISING
330 W. 42nd Street, New York 36, N. Y.

MERCHANDISING SUPPLEMENT

Products, Services — For More Sales, For More Profits

UNDISPLAYED RATE: $2.25 per line per insertion. Minimum lines. (First line in small black face type.) Fractions of a line count as line. Discount of 10% if full payment is made in advance for 4 consecutive insertions of undisplayed ads.

DISPLAYED RATE: $19.30 per inch per insertion. Contract rate on request. (An advertising inch is measured vertically ⅞" on one column. There are 4 columns—48 inches to a page.)



CUT delivery time, SAVE unnecessary damage and work with the YEATS APPLIANCE DOLLY

Second story deliveries are no problem when you use the dolly with the easy-does-it features.* Aluminum alloy frame, 58" tall, has smooth runners on back for easy off-on truck loading, curved cross members in front for round appliances and is padded with felt.

***14' Web strap fastens appliances tight with the patented (30 second action) strap ratchet —a Yeats exclusive.**

Caterpillar STEP GLIDE. Endless belt eases the largest appliances over stair edges without marring. *Write for full information.



Yeats Appliance Dolly Sales Co. 2124 N. 12th St. MILWAUKEE 5, WIS.

Roll 'em with ROLL-OR-KARI DUAL TRUCKS



The safe, easy and quick way to handle appliances. Patented Step-On Lift—Folding handles. Cap. 1,000 lbs. Ship. wt. 45 lbs.

REGULAR MODEL equipped with fixed wheels. DE LUXE MODEL with swivel wheels at one end.
Write Dept. B

ROLL-OR-KARI CO.
Manufacturers ZUMBROTA, MINNESOTA

Modern Appliance Displays Need LIGHTED MOTION!

The Action Display-Way To Boost Your Sales!

KASSON Roto-Sho ELECTRIC TURNTABLES

THE OLDEST NAME in turntables assures you profitable, trouble-free operation. Used by merchants nationwide for unusual action displays. Model 712 ROTO-SHO illustrated, revolves 3 times a minute, permits novel, self-contained lighting effects as well as operation of electrical devices. Table 18" diameter. A.C. only. Sturdy steel construction. Guaranteed. *Write today for complete turntable catalog including build-up fixtures!*



Carries up to 200 lbs. Lights turn with table. We also produce midget fractional H.P. electric motors, electric motors and Christmas Tree turners. 24 hour delivery from stock.

GENERAL DIE AND STAMPING CO.
Integrity Since 1919
Dept. 65, 267 Mott St. New York 12, N. Y.

HAND TRUCKS for Safe & Easy handling of



RANGES, REFRIGERATORS, DEEP FREEZE AND AIR CONDITIONING UNITS, RADIO & TELEVISION

SELF-LIFTING PIANO TRUCK CO.
FINDLAY OHIO



MEND-IT SLEEVE

Permanently repairs broken coils in electric appliances and industrial equipment. Splices appliance cord, auto and truck ignition wire and all similar uses. Made in 5 sizes. Time-Tested-Successful-Economical
Write for Catalog

Insert broken ends into sleeve. Crimp tight with pliers

MEND-IT SLEEVE MFG. CO.
136 Bonita Av., Piedmont 11, Calif.

Percolator Elements—Iron Elements
Appliance Switches—Cord Sets
Asbestos Wire—Hot Plate Bricks
Small Appliance Repair Parts

Write for Our Free 42 Page Catalogue and Sample of Our Cord Set

Jandorf Electric-Manufacturing Co.
420 WEST FRANKLIN STREET
BALTIMORE 1, MARYLAND
Manufacturers of The Finest Iron Cord Set in America

Many Dependable Buys are to be found in this Section

MOVING?

If you are moving (or have moved), tell us about it, won't you? Your copies of NUCLEONICS will not follow you unless we have your new address immediately. Make sure you don't miss a single important issue . . . and help us make the correction as speedily as possible by giving us your old address, to

ELECTRICAL MERCHANDISING

Circulation Dept.

330 W. 42nd St. New York 36, N. Y.

This MERCHANDISING SUPPLEMENT *Section*

is an adjunct to other advertising in this issue with these additional announcements of products and services of special interest in the sale and servicing of appliances, radios, televisions and in other merchandising opportunities.

Electrical Merchandising

Are Salesmen Necessary?



TO an industry built on the hallowed acceptance of specialty selling, this may seem an impertinent, if not downright subversive, question. It is prompted, however, by an exchange of views presented by the oraculor E. B. Weiss of the Grey Advertising Agency in a recent issue of Fortune magazine and a rebuttal of those views by the magazine's editors. Moreover, it is a question fraught with no small significance to the appliance-radio-television trades. In the period ahead, when the brakes are being taken off production and competition for the consumer's dollar should reach new highs, we can only acknowledge the need for a better brand of salesmanship at the retail level. In the recent past, the salesman has been roundly damned as being the focal cause of most of the industry's ills. Now, along comes Mr. Weiss and says, in effect, that training salesmen is a waste of time and, what's more, we don't even need them.

To summarize Mr. Weiss:

"Retail salespeople *can't* be trained. More important, they *shouldn't* be . . . the revolution in retailing is making the salesperson a hopeless relic of the past.

"IN retail stores, American shoppers have always bought; they've seldom been sold. . . . Retail salespeople have no desire to be trained and are poor starting material; they actively or passively resist training efforts. If they could be trained, does it follow that the job should be done? I believe not. Mass retailing is going through a revolution. The crux of this revolution is the combination of self-service and preselling of known brands. It is only now taking hold but the ultimate destination will be true "robot' retailing . . . It is surely significant that this country is even being dotted with self-service and self-selection stores selling everything from major appliances to home furnishings—fields in which tradition has it that intelligent floor selling is absolutely imperative . . . The only road is the road that leads to robot retailing . . . The smart retailer is the retailer who concentrates on modern merchandise display techniques, not on training salespeople . . .

"The whole trend of the merchandising times, in sum, is in the direction of putting the selling burden on just two media—advertising and interior display . . . Salespeople are simply archaic hangovers of a merchandising era that is rapidly disappearing."

SO much for Mr. Weiss. In the brief summary above we have not been able, of course, to do justice to all his arguments—but the essence is there. We might point out, to, that Mr. Weiss is probably generalizing largely from his experience with the drug, food and tobacco fields. Chains and supermarkets have certainly assisted greatly in the wider distribution, at lower costs, of toothpaste, breakfast cereals, cigarettes and a thousand-and-one low-cost, impulse items. Obviously, the required calibre of the retail salespeople here would put little strain on the I.Q. of a moron. One can almost sympathize with management's desire to be rid of the incubus and attain, in Fortune's phrase, "the elimination of the salesman and the ultimate goal of a kind of germ-free market place." But Mr. Weiss, we submit, is on dangerous ground when he includes major appliances and home furnishings in his argument. As Fortune says, "there is an important distinction to be made. On pre-sold, fast-moving items, self-service techniques work; it does not follow, however, that these techniques are ideal for *all* types of goods. In the sale of items for which demand must be aroused—an electric dishwasher, for example—there is not yet a satisfactory substitute for the human being."

AMEN. Maybe we had better salesmen in the old days when the vacuum cleaner and the washing machine and the refrigerator were first being sold—not bought—*sold*. But without their persuasive ability, their willingness to demonstrate and their dedication to their profession of selling a better way of life, present-day public acceptance of our many products would be pitifully small. True, the public today do not need to be sold on the need for cleaners, or washers or refrigerators. High ownership testifies to the fact that they have been sold and, when a better product came along, re-sold. But they still have to be sold on trading in their old models and buying new ones; they still have to be sold on the merits of one make as compared to another. Furthermore, they have yet to be sold the *need*, in the good old-fashioned way of many of the newer devices that have come on the market—dishwashers, dryers, food waste units, room air conditioners, blankets, freezers, etc. Desire may be aroused by advertising, but they are not going into dealers' stores and pick them off the floors.

What we need are more salesmen and better ones . . .

Lawrence Gray

EDITOR



Help yourself to more of the bread and butter

New features plus economy make wringer-washers today's best home laundry buy and *your* bread and butter.

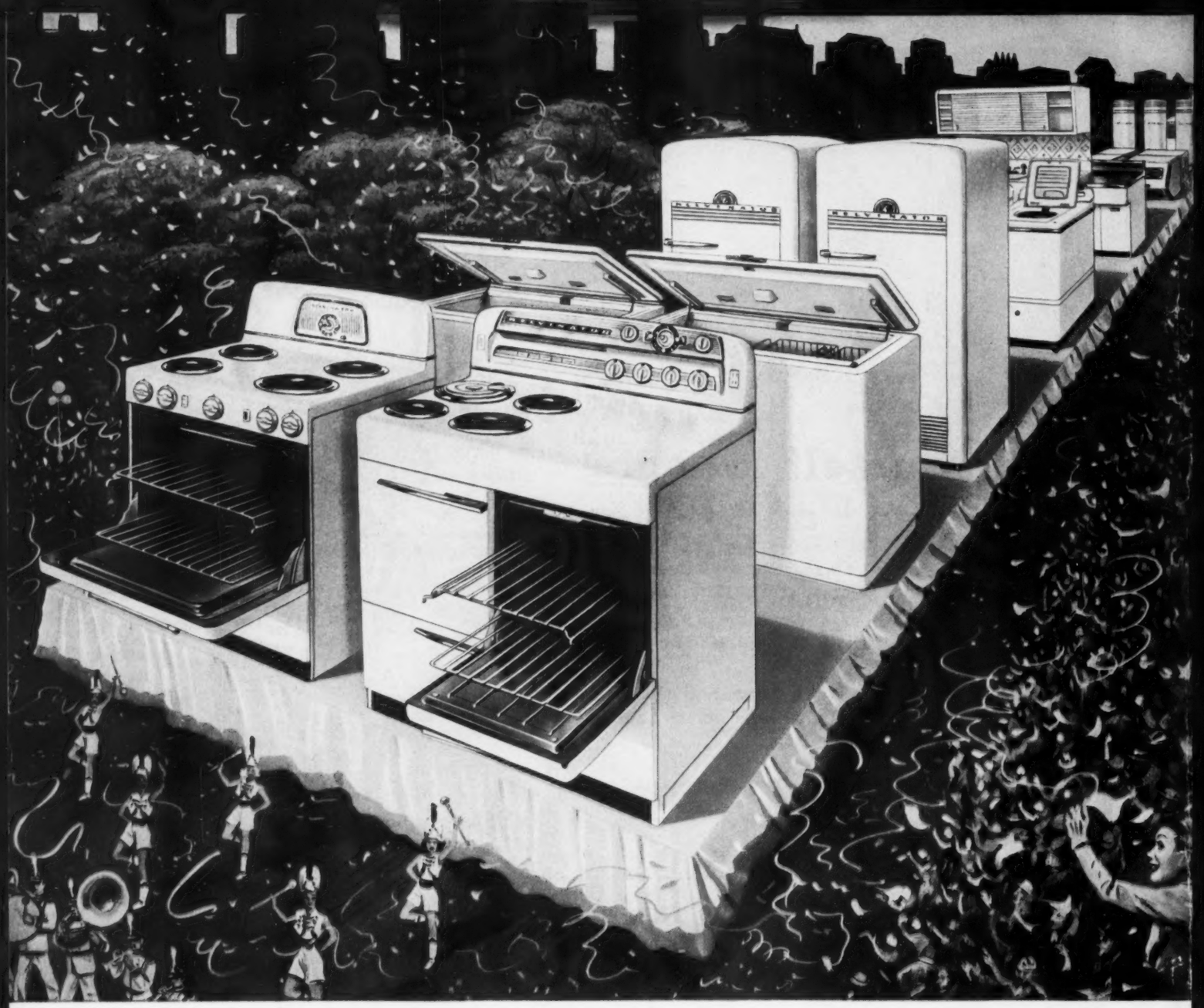
Last year more than a million-and-a-half housewives chose wringer-washers over other types—accounting for about *half* of all washers sold.

To get *more* of this bread and butter, feature washers equipped with Lovell wringers, the name women know, the name with seven big sales points.

LOVELL MFG. CO.,
ERIE, PA.

Also makers of gas and electric Drying Systems

(Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer—and that the combination costs less than she thinks!)



Kelvinator Electric Ranges Pass in Review!

HERE COME THE NEW 1953 KELVINATOR ELECTRIC RANGES! They're new. They're feature-filled. They're packed with selling points. And there's a Kelvinator top-value range for every pricing bracket.

With Kelvinator, you can offer prospects the very tops in quality, in high-styled beauty, in simplicity of line that means easier cleaning to the homemaker. And this year Kelvinator has brought out two sensational new 30-inch models that will ring the bell on the sales floor. Both of these compact Kelvinators, no wider than a card table, have the famed "Great Scot" oven and are sure sales makers.

Dealers have another winner with Kelvinator's two-oven model at a one-oven price; and in Kelvinator's new, de luxe, top-of-the-line "Automatic Cook" ranges with features like "Picto-Heat" controls that tell not only which heat is on . . . but also whether inner or outer ring of surface elements is in use.

All of these new Kelvinator ranges are sure volume builders for retailers—and they represent just one of many sales opportunities offered by the greatly expanded Kelvinator line. Kelvinator now offers retailers one of the broadest lines in the industry with competitive prices and consumer acceptance. A Kelvinator franchise can mean real progress in the days that lie ahead.

JOIN THE Kelvinator PARADE TO BETTER BUSINESS!

Division of Nash-Kelvinator Corporation, Detroit 32, Michigan



REFRIGERATORS · RANGES · FREEZERS · HOME LAUNDRY EQUIPMENT · WATER HEATERS · DEHUMIDIFIERS · KITCHEN CABINETS · SINKS · "ELECTRO-DRAIN" GARBAGE DISPOSERS · ROOM AIR CONDITIONERS